

Chat Writing- how to write during chat contacts

GUIDE.SUMMARY What's covered in this article This CSKB article will help you to understand:

- How a great chat interaction looks like in eBay
- Chat communication standards
your written statements must comply with, including (but not limited to):
- Sentence length
- Tone
- Use of empathy
- Correct use of member's name
- Use of special characters, emoticons, and abbreviations

Jump directly to the [Detailed Information](#) section to see a breakdown of the chat standards.

Why live chat

- Live chat has become an important and integral part for any online business
- Offers a real-time prompt response to the customers
- It tends to have the highest satisfaction level, compared to phone and email

Pros and cons of live chat

Pros of live chat

- It connects customers instantly with a teammate. No need to dial a number and press several buttons before you can talk to someone
- Live chat allows customers to do other things (for instance, buy on eBay) while they chat to the agent
- The conversation is saved in written format, so it can be reviewed in the future, by both sides, if required

Cons of live chat

- Customers who aren't computer savvy will probably not be too fond of it
- Teammates must react in timely fashion
- Failing to respond quickly may leave the customer frustrated
- There is a risk of sounding canned, robotic and / or uninterested

eBay's voice

We sound straightforward and conversational

- We simplify our messages and the structure of our written words
- We use clear and uncomplicated language
- We avoid jargon, slang and elaborate formats
- We respect our customers time
- Clarity and brevity are essential
- The shorter the better

The quicker we get to the point, the more likely customers will be successful at performing the task they want to do

- We sound optimistic
- We look on the bright side
- We embrace challenges with confidence
- We respond to our customers by being aware of who they are and the situation they're in

GUIDE.RELATED_LINKS Other CSKB articles

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1651>

US Chat SOPs

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=SOL11063> US chat snippets (spiels) repository

GUIDE.DETAILED_INFORMATION Chat Standards

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#basics The basics

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#abbreviations Abbreviations and acronyms

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#caps Caps and lower case

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#empathy Empathy

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#length Length of snippets / statements

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#links Links to additional sources of information

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#tone Tone / voice

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#tone

en_US#emojis">Emojis / emoticons
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#greeting">Greeting
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#followups">Follow ups
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#closing">Closing
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#holds">Holds/Idle Time
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#push2">Push 2+ Handling chats from other clients / customers

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#special">Special characters
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#name">Use of members name
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#short">Short sentences and statements
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#dontknow">When you don't know the answer
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#etiquette">Chat etiquette / manners
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#mirroring">Mirroring
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#grammar">Grammar

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1659&ViewLocale=en_US#angry">Angry customers</td><td colspan="2"><table border="1" cellpadding="2" cellspacing="0" id="detailedinfotable"><tbody><tr bgcolor="c2dfff"><td width="20%"><h3>What</h3></td><td width="45%"><h3>How / Guidelines</h3></td><td width="35%"><h3>Examples</h3></td></tr><tr><td><h3>The basics</h3></td><td colspan="2">Write the way you would talk to a person you knowStill follow the guidelines in this articleChoose simple wordsEncourage the customer to participate and collaborateInviting them to buy, sell and explore on the siteReview your comments to remove unnecessary wordsMix up the length of your sentences while avoiding walls of textPrioritize first-contact resolutionYour responses may be publicly displayed because they are easier to share</td></tr><tr><td colspan="3"> Correct</td></tr><tr><td colspan="3">You can have 5 free remorse returns a quarter. I can help you to open a return nowIncorrectYou do have the reassuring opportunity of availing of 5 free remorse returns a quarter under our eMBG program so would you like me to go through some detailed step by step instructions so that you can promptly benefit of this assistance and get your money reimbursed</td></tr><tr><td colspan="3"><h3>Abbreviations and acronyms</h3></td><td colspan="2">Never abbreviate words, even if their meaning is obvious to you (example: "information" to "info")Never use Latin abbreviations and phrases like "e.g.," "i.e.," "et al," "pro bono," "quid pro quo," and "non sequitur"Never use acronyms,

including eBay-specific acronyms Always avoid eBay internal jargon ("E2M", "M2M", etc) </td> <td> Correct I now have all the information I need The seller has opened an unpaid item case for this item Yes, you can cancel an unpaid order I'd be happy to get you over to a specialist to review your restriction Incorrect I now have all the info I need You are covered under our eMBG program Yes, you can open a CT Let me get you over to our E2M team </td> </tr> <tr> <td>Caps and lower case</td> <td> Follow proper use of grammar, including punctuation and capitalization Avoid all caps at all costs Use "Sentence case" All words are in lower case, except the first one Exceptions Branded words and phrases, as well as category names, can be shown in "title case" Most or all words are initial-capped ("i-capped"). Example: eBay Money Back Guarantee </td> <td> Correct I understand how frustrating this situation is for you Incorrect I UNDERSTAND HOW FRUSTRATING

THIS IS FOR YOU

Empathy

Distinguish between being empathetic and being apologetic. The latter must only be used when there was a mistake on our side (including site bugs)

- Don't apologize to show empathy
- Don't overuse it. Excessive use of empathy statements can make the situation worse by creating a negative perception
- Put yourself in the shoes of the member while keeping in mind you have more information than they do
- what seems like a problem to them, may be something you can easily help them with

To show empathy, prove you are reading the customer's messages

Correct

- I can certainly understand the impact of this issue on your sales
- I can see why this is frustrating

Incorrect

- I am very sorry the buyer didn't pay. That must be extremely frustrating for you. I apologize you went through this annoying scenario. Let me try to solve this problem for you

Length of snippets / statements

length

Try to limit each of your responses to 2 sentences maximum

- Remove excessive fillers
- When possible, try to limit your sentences/statements to max 15-20 words
- When possible, phrase your questions to encourage short, specific answers from the member

Correct

- Let me help you return this item to the seller. Let's make sure a tracked service is used, so you are protected
- What's the item ID for this transaction?

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src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1296/iconNotAllowed_25x25.gif" width="16"> Incorrect You can purchase a label to return this item but please make sure the label is for a tracked service because you will be responsible for the item to arrive back to the seller and if it doesn't we will not be able to protect you

</td> </tr> <tr> <td>Links to additional sources of information</td> <td> Try to leverage links to other sources of information when possible, to reduce AHT As a general rule, if your instructions contain more than three steps, link to them However, always ask member for their preference first - providing them with the link to the information, or explaining the process in the chat Some members may prefer you to detail the steps in the chat conversation, instead of accessing a different page (this is especially important in mobile devices with smaller screens) Important: if member is on the app, clicking on a link provided by us will end the chat session. Advise them to copy/paste the link on a different window instead </td> <td> Correct We have a Seller Center page that summarizes this new program. Do you want me to provide you with the link to that page? Please right click the following link and select open in a new tab / window: https://www.ebay.com Incorrect If you don't receive payment, you can cancel the transaction for unpaid 4 calendar days after the order was purchased </td> </tr> <tr> <td>Tone / voice</td> <td> Being professional does not mean that you should be excessively formal In general, try speaking with customers in a way that is friendly and approachable Use positive language Use contractions whenever

possible, they're friendly and conversational Examples: cant, dont, arent, lets, isnt, its, havent, hasnt, were, shouldnt If another teammate has made a mistake, say that it was our mistake Use "we" rather than "eBay" to help the customer feel engaged Don't say "thanks" in anticipation of an expected behavior Try not to always brand new products and initiatives with "eBay" in front of a name. People know they're using eBay Never use "it" to refer to "eBay" Offer alternative resolution options (when applicable). In case there is more than one appropriate resolution for the case, allow the customer to make an informed decision by outlining their options. Generally speaking, use an active voice, and avoid passive voice Active: I have received your email Passive: your email has been received Never make negative comments about other customers, teammates, or companies Dont use the term concern

	</td>	<td>		Correct
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 Please send us more information, and we'll follow up immediately We have received your tracking details You need to sign up for an account first John, Im sorry, we made a mistake. We charged you a wrong final value fee for this item. Let me solve this for you I apologize for the misinformation you were provided. Lets review your options now We no longer offer that option. I would be happy to introduce you to a similar new feature that may satisfy your needs I recommend that you answer your buyers question within 3 days and explain your point of view

	</td>		 	Incorrect
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 Please share with me the tracking number for this shipment, thanks You must sign up for an account first Im afraid we no longer offer that option I think you will be charged in a couple of

[illegible]

so far. Correct

- Hi, thank you for contacting eBay, this is [TM name] with eBay Customer Service. Who am I chatting with? [...]
- Hi, [Member first name]. I see you opened this account [?] years ago. Thank you for your loyalty. Please allow me two minutes while I research

 Incorrect

- Good morning, dear customer. It will be my great pleasure assisting you today. How can I be of assistance?

Follow ups	a name="followups"

For chat only teammates, only use follow up if we cannot achieve first contact resolution. Take ownership of the follow up unless another department is resolving the customer's concern.

- If you cant resolve the issue right away, let the customer know exactly when they should expect to hear from you
- While you cant always promise a solution by a given time, you can always promise an update
- Never promise to follow up "when" or "if" you hear back on a case
- Simply appeasing the member can backfire if member expectations are not met
- We should NEVER make a promise on how a case will be closed before we have all of the information and are ready to make a decision

Note: Customer satisfaction for customers that need to recontact us is 10% lower on average. Correct

- As agreed, I will contact our billing department today regarding your missing payment. I will follow up with you on that by tomorrow end of day

 Incorrect

- I will contact you with more information if our

tech support department communicates a bug-fix

Don't worry, I am sure this return case will be closed in your favour in just a couple of days

Closing

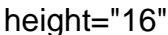
Dont encourage recontacts

Wrap up quickly to reduce AHT

End the conversation with a definite goodbye, "have a nice day", or any other expression which leaves no doubt that the conversation is ended

If any further action is to be taken on your side, clarify what was agreed upon before ending the session


Note: avoid closing the chat while the customer is typing



Correct

Thank you for contacting eBay Customer Service, we appreciate your business. I hope you have a great day!

We appreciate you chatting with eBay Customer Service today. I am glad we were able to resolve all your concerns, please stay safe out there!




Incorrect

Feel free to contact us again at any time if you have any other questions

Holds/Idle Time

Follow SOPs from

Chat SOPs article (GUIDE1651)




Correct

Can you please hold while I am checking your order details?

Would you mind holding on for a couple of minutes while I am checking this?

Thanks for bearing with me while I checked the transaction information



src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1296/iconNotAllowed_25x25.gif" width="16"> Incorrect (Silence / Lack of acknowledgement of the idle time) </td> </tr> </td> Push 2+ chats Handling chats from other clients / customers </td> </td> Never convey the message you are handling other cases The customer should always have the impression that they are the only one you are dealing with If there are any delays, attribute them to your checking up the information for the customer </td> </td> Correct Im sorry for the delay. I am pulling up your account details. Please allow me another minute. Ill be back with you right away Incorrect I am sorry for the delay. I am answering several chats simultaneously and that's slowing this conversation down a bit </td> </tr> </td> Special characters</td> </td> Never use exclamation marks (!). Exclamation marks may undermine credibility, and convey fake enthusiasm in some cases Don't use ampersands (&). They break the reading flow Be careful when using the "greater-than" symbol (>) This symbol is best used in "breadcrumbs", or to let users know which options to select in succession to complete a task within a menu Avoid using the symbol to mean "greater than", as some members may get confused Never spell out "percent". Use the symbol instead (%) Avoid quotation marks where possible, except around a single word or single phrase to call it out, or when quoting sentences or pieces of dialogue Use a space between the country and its currency symbol. Include 2 decimal places Correct examples: US \$5.00, UK £0.90

Avoid using specific dates to describe product and features that have been discontinued (end-of-life projects). Simply indicate that the feature is no longer available Avoid slashes (/). If you mean "or," simply say "or"
Exceptions Slashes (/) can be used in these cases: Live Help is available 24/7 Payments as low as \$89/month </td> <td> Correct Mark item as paid Fake emails are also referred to as "spoofs" The price of the subtitle feature is US \$2.00 That feature is currently unavailable To find your invoice, go to My eBay > Account > Seller Account The seller had 99.9% positive feedback
Incorrect Mark item as "paid" Let me get that for you!! That feature was deprecated in May 2016 This item can probably be sold for >\$100 The seller had 99.9 percent positive feedback
 </td> </tr> </tr> </td> Use of members name</td> <td> Note: always ensure proper verification, including hard verification when required Use members name, but sparingly max 3 times during the whole interaction (example: once in the opening, once at some point during the conversation, and once in the closing) Don't use member's eBay nickname (username) Once you have the name, make sure to spell it correctly. Customers will be specially aware of misspellings of their name </td> <td> Correct
 Thanks for providing me with the requested information, Calista. Give me a minute
to double check the details Incorrect Thanks for providing me with the requested
information, Calista. Give me a minute to double check the details, I will be with you shortly
John </td> </tr> </tr> </td>Short sentences and
statements</td> </td> Use them only
when positive or neutral Avoid negative statements, and specially, short negative
statements </td> </td> Correct
 That's excellent Yes, that's correct Incorrect Oh no, that's horrible Ouch,
no way! </td> </tr> </tr> </td>When you don't know the
answer</td> </td> If you dont know
the answer to the customers question, be frank about it Avoid using the too
straightforward I dont know You may ask for clarification, politely
 </td> </td> Correct
 That is a good question, let me find out for you I will find this out
and get back to you shortly Let me review the situation in more detail
 Incorrect Sorry, I have no idea That's

not something my team deals with

Im not sure what happened here

Chat etiquette / manners

Do not interrupt customers on chats, just as we do on phone calls. Wait until the customer finishes typing before replying

Avoid multitasking as much as possible in order to remain dedicated to the customer (we should only multitask as we take on more chats)

If the member is the last to type something, then you need to respond within 2-minutes

<https://cskb.qa.ebay.com/library/EBAY/Images/quicklinks/plus25.PNG> width="16" Correct

[N/A](#)  

https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1296/iconNotAllowed_25x25.gif width="16" Incorrect

[N/A](#)

Mirroring

Match the customers pace and style

Pay attention to how fast the member replies, and try to imitate that

Notice how short or long member's statements are, and match those as much as possible in your responses


Avoid technical terms unless member uses them first

Avoid using large, uncommon words that a customer might not understand - wait for the customer to show you how technical their language is

Don't make assumptions based on member's profile

Wait for the member to show you what their communication style is

Adapt your speech accordingly

<https://cskb.qa.ebay.com/library/EBAY/Images/quicklinks/plus25.PNG> width="16" Correct

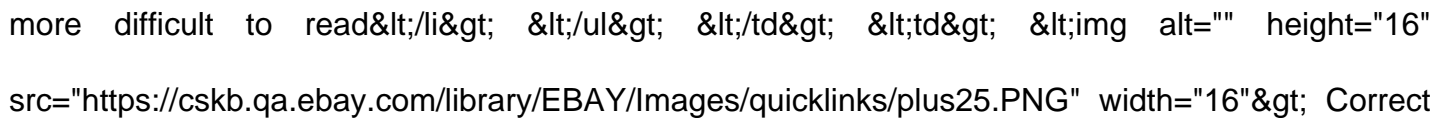
[N/A](#)  

https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1296/iconNotAllowed_25x25.gif width="16" Incorrect


[N/A](#)

Grammar	
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- Ensure you use spell check during chats
- Write in complete sentences
- Be careful with apostrophe errors they create confusions and make it more difficult to read



- Let me pull up your account, so I can review the item
- We have some concerns with the account that we would like to work together with you to resolve



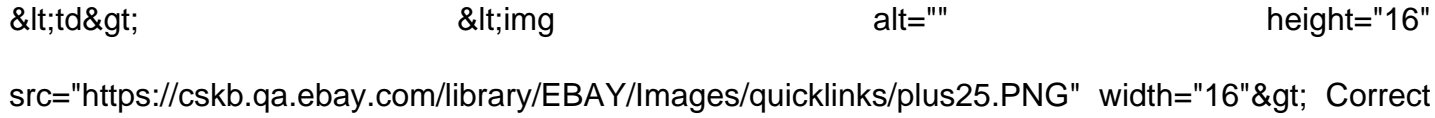
- Let me pull up you're account, so I can review the item
- This sellers' item doesn't appear in your transaction history

Angry customers

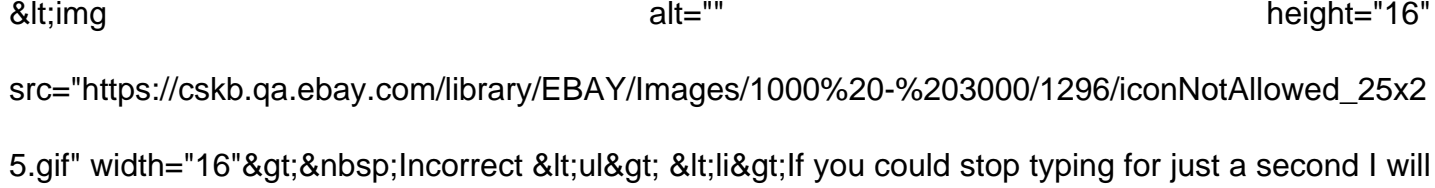
Remain informative and polite

The best way to calm down a customer is to show that you are willing to help

Always let the member explain themselves in full first, otherwise they will feel not listened to, and whatever you try to explain will not matter to them



- Im sorry to hear you'd like to make a complaint
- You did the right thing getting in touch with us
- Let's see how we can resolve this



If you could stop typing for just a second I will be able to help you