

BespokeChat Academy Chat Standards
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	Standard	Explanation
1	Show interest in a client	Each client should feel kindness and interest from the chat agent. He should immediately find out that the consultant will help him quickly and willingly.
2	Engage a client into a conversation	When a client starts a chat, they sometimes wait for the first message from the consultant before they start to present their case. When conversation starts with silence try to encourage him to talk.
3	Treat each client with respect	Everyone wants to be treated with respect. Only by doing so you can build a good relationship with a client.
4	Talk to a client in the first person	A client using a chat communicates with a specific person. It is justified to write to the client directly, on your own behalf. We do not write impersonally to the client as a "company".
5	Do not use business vocabulary	The client expects communication in a simple and understandable language. Industry vocabulary might be often not understandable for a client, who might not admit that.
6	Quickly verify if you'll be able to help in case	If the client reports a case that can not be helped by the chat, try to analyze it as soon as possible and guide the client further so that his problem can be resolved quickly. A client should know exactly what will be next steps and what to do. A client who receives the full information is more understanding about the action he must take.
7	Ask questions to understand better client's needs	Providing a comprehensive and correct answer to a client's question requires understanding the needs and characteristics of a client. Proper interpretation of the case and expectations of the client will help you in choosing the right offer.
8	Clarify the question if it is not understandable	Incorrect understanding of the client's question or lack of clarification may result in incorrect answers and misleading him.
9	Eliminate any objections	If a client has some objections to an offer always try to constructively refer to them using the language of benefits.
10	Keep the initiative by asking questions	The direction of a conversation is directed by the person asking questions. It is easier to have an effective conversation having an impact on its direction, and not only passively responding to the client's actions. Be a person who asks questions to help a client quickly meet his needs.
11	Ask if the answer is clear, easy to understand and satisfactory	A client, thanks to the consultant's attention to his case, confirms his belief that you are serious about him and that his case will be solved in a diligent and reliable manner.
12	Help step by step in the process	A client who is asking questions usually does not know how to solve his case. He is interested in which way to take, what he should do, in what way, who can help him and how long it will last. The client would like to settle the matter quickly and immediately in a "complete" way. Therefore, it is important to give him all the information he needs to start and then go through all the steps with him.
13	Get to know the opinion and close the deal	Lack of knowledge about the client's reaction to the offer does not allow to capture the objections and to provide accurate help.
14	Correct yourself if you made a mistake	A client accepts agent's responses as correct and binding. Knowing about making a mistake it's a good idea to correct the information right away and apologize to a client for a mistake.
15	Refer to all of the questions that client asked	When asking a set of questions, the client expects an answer for each question separately.
16	Analyze the history of conversations to avoid asking about things that have already been addressed	In a chat conversation you might have access to transcripts of previous chats with this client, which can be referred to. A few questions about the same things can irritate a client and unnecessarily prolong the conversation.
17	Look for alternatives, use your knowledge and experience	Your main goal of the conversation is to solve client's case. If it is not possible to meet a client's needs directly, check the alternatives to achieve the effect expected by a client.
18	Inform about special offers	Each contact with a client is an opportunity to inform him about your current offers. Such information can be a response to the current needs of a client or suggestions for the future.
19	Make sure that client's problem is solved	It happens that a client feels intimidated by asking further questions. Ensure that all client's doubts has been dispelled and the case is fully solved.
20	Finish the chat conversation politely	Appropriate ending of a chat leaves a positive impression in a client's memory. This highlights the fact that he was important to you.
21	Resume interrupted chats	We make sure that every started chat does not end before you fully help a client. If the client ended the conversation unintendedly try to resume it.