

THE 9 POINT AWESOME SUPPORT INTERACTION CHECKLIST

Every interaction with your customers is an opportunity to help your business grow. Every single one.

This checklist is designed to help you make the most of that opportunity, and I hope you find it as helpful as we have.

USE THEIR NAME

"A person's name is to that person, the sweetest, most important sound in any language." - Dale Carnegie

USE YOUR NAME

A customer service email isn't a transaction; it's a conversation. Introduce yourself.

THANK THEM FOR THE EMAIL

Their email, even if it's a complaint, is a gift. Show your gratitude.

UNDERSTAND THEIR REQUEST

If it doesn't make complete sense to you, ask for clarification.

"ELI5" THE SOLUTION

Make your instructions as simple as possible. Nobody understands this stuff as well as you do.

REMOVE NEGATIVE WORDS

Positive language sends a positive message to your customers.

REMOVE EXTRA WORDS

"The most valuable of all talents is that of never using two words when one will do." - Thomas Jefferson

PROOFREAD

Look for glaring errors (wrong names, repeating or missing words, unfinished sentences).

SEND

Nice work. Now on to the next one :)
