

25 SIMPLE SWAPS

to Improve Customer Conversations



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Words matter! The language you use greatly impacts how a customer feels in an interaction. Here are a few simple, high-impact swaps you can make to show your customers that you care. You'll come across as more empathetic and effective, which will improve the overall experience.

Instead of this...

Say this!

I'm not sure.

Let me find that out for you.

I'll get that information for you.

I can't do that.

Here's what I can do.

Let me see what alternatives are available.

No problem.

My pleasure.

You're welcome.

Instead of this...

Say this!

You'll have to...



I recommend...

It might be helpful if...

You're wrong.



Let me clarify.

Allow me to explain.

That's not my job.



Let me find someone who can assist you with that.

Calm down.



I understand you're upset; let's work together to resolve this.

It's not my fault.



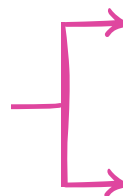
I apologize for the inconvenience. Let's find a solution.

You should have...



Next time, it would be helpful if...

You'll have to wait.



Thank you for your patience, I'll assist you shortly.

I appreciate your patience. I'll do my best to assist you promptly.

Instead of this...

Say this!

It's company policy.



Here's how we typically handle these situations.

I'm not authorized.



I'll find a colleague who is authorized to assist.

That's not allowed.



Here's what I can do to help within our guidelines.

You're on your own.



Let's work together to find a solution that works for you.

That's impossible.



Let's explore some alternatives.

You're making things complicated.



Let's simplify this together.

I don't care if...



Your satisfaction is important to me. Let's work together to resolve this.

Why don't you...



I suggest you...

The right next step is...