

# **Communication with the customer**

# Ticketing System: Customer Support



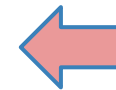
ORDERS    PROFILE    BALANCE \$2.05    **SUPPORT**    + NEW ORDER

Your time zone: UTC+02:00     196

## Support queries

*If you have any questions or queries, please feel free to contact us.*

New query



ID	Department	Brief	Messages	Status	Updated
T78471	To: Sales Department	test jenya	2	Closed	Aug 5, 2014 at 12:10 PM
T78469	To: Support Department	test Jenya	2	Progress	Aug 5, 2014 at 11:53 AM
T77912	To: Support Department	test jenya	1	Closed	Jul 30, 2014 at 11:10 AM
T67996	To: Development Department	test move to development dep	4	Closed	May 14, 2014 at 11:36 AM



status -indicates completion

# Ticketing system: Customer Support (operator's side)

TESTIMONIALS | DISCOUNTS | STOP-WORDS | **TICKETING** | PLAGCHECK

Customers Support | Writers Support

All | **Support Department** | Sales Department | Development Department

**Support Queries** → Support Department: 37864

Queries List | Templates

Create new support query

Tickets in status: All | Search: | in: Ticket text

tickets with unread messages **FILTER**

Tickets 1-20 of 37864

ID	Between	Brief	Messages total / new	Status	Updated / Created
T79079	<b>FROM: CUSTOMER</b> Customer - essayshark.com #63440 9.16 ★★★★★★★★★ 35 orders completed	Order #9813261, i gave the writer so many days to finish the job, he quickly research online and then copy & paste all frameworks, then gave it to me.  As a loyal customer to your website, i hope yo...	2 / 0	Progress	Aug 12, 2014 at 4:13 PM Aug 12, 2014 at 4:06 PM
T79075	<b>FROM: CUSTOMER</b> Customer - essayseek.com Undefined Customer EssaySeek no-reply@essavseek.com	Subj: Your query 79070 has been closed. Dear Customer,  This is to inform you that your query 79070 has been closed.	1 / 0	Closed	Aug 12, 2014 at 3:11 PM Aug 12, 2014 at 3:01 PM

# Means of Communication with Customers

- through 'Support' queries (ticketing)
- through e-mail:
  - **Customers -> support@essayshark.com - (only for new c. or when existing customers cannot log in to check "Support" ticketing section)**
- via phone (urgent or important matters):
  - **Customers -> 12053782454 - extension 982 (also on customer's request)**
  - **Writers -> 12053783006 - extension 983**

# New query: 3 departments

- Support Dept: regarding your order(s), writers' performance, payments, or your profile
- Sales Dept: regarding prices or the procedure of placing an order
- Development Dept: regarding cancelled orders on bidding

Contact support ✕

**To department**

**Support** - regarding your order(s), writers' performance, payments, or your profile.

**Sales** - regarding prices, discounts, or the procedure of placing an order.

**Development** - regarding cancelled orders on bidding.

**Message body**

# Sales Dept

**New client** is a client that does not have any finished orders yet (may have cancelled ones)

## When customers write to Sales Dept:

1. New clients inquiring how the service works
2. New clients asking for a discount for the first order \*
3. New clients that have a cancelled order due to writer's fault

\* *we do not provide discounts*

# 1. New clients inquiring how the service works

- Give full explanations
- Answer all questions
- Offer assistance in placing the order
- Explain about the confidentiality policy when it comes to communication with the writer
- Suggest to check the *'How it works'* video guide
- Tell about our additional services (plagiarism check, list order as featured)
- If customer asks you to call them and assist them over the phone – do so (no payment over the phone)

## 2. New clients asking for a discount for the first order

***We do not issue discounts  
(of any sort)***

At EssayShark.com we try to ***keep*** a good ***balance*** between ***affordable rates for customers*** and ***fair wages for writers***. It is no secret that we set high standards for our writers and employ only those who prove their best writing skills and experience in academics. Yet, our ***prices*** are comparatively ***moderate***. Since the system of bidding makes our pricing policy very flexible, we believe it is only fair to ***let writers*** themselves ***determine*** the ***price of any order***. Hence, we try to interfere as little as possible into the bidding process and let it run on a free market basis. Moreover, offering discounts selectively to one customer but not the other does not quite fall into our principles and standards. ***So, we choose to keep affordable pricing for everyone rather than lower rates on a selective basis.***



### **3. New clients that have a cancelled order due to writer's fault**

- Can be both queries initiated by us and complaints from the customer
- Our apologies
- Fine/warning/both for the writer + notify Sergey

# Support: Operator's side

Customers Support | [Writers Support](#) <sup>1</sup>

[All](#) <sup>0</sup> | [Support Department](#) | [Sales Department](#) | [Development Department](#)

## Support Queries → Support Department: 37813

[Queries List](#) | [Templates](#)

Create new support query

Tickets in status [All](#) Search  in [Ticket text](#)  
 tickets with unread messages

Sort by filters

FILTER

Tickets 1-20 of 37813

ID	Between	Brief	Messages total / new	Status	Updated / Created
T79003	<b>FROM:</b> CUSTOMER Customer - essaydoc.com <b>Undefined Customer</b> 马灵佶 imoszvscu@kihoiqy.com	Subj: support::您的销售人员怎么样? 快乐开心	1 / 0	Closed	Aug 11, 2014 at 6:16 PM Aug 11, 2014 at 6:15 PM
T79002	<b>FROM:</b> CUSTOMER Customer - essaydoc.com <b>Undefined Customer</b> 单彪 kk@nfjhyvr.com	Subj: 心灵不在它生活的地方, 但在它所爱的地方。	1 / 0	Closed	Aug 11, 2014 at 6:02 PM Aug 11, 2014 at 6:00 PM

Both incoming and outgoing queries are displayed

# Create a new query: step 1

Customers Support | **Writers Support** <sup>1</sup>

All <sup>0</sup> | Support Department | Sales Department | Development Department

**Support Queries** → Support Department: 37813

[Queries List](#) | [Templates](#)

Create new support query

Tickets in status **All** Search  in **Ticket text**

tickets with unread messages

**FILTER**

Tickets 1-20 of 37813

ID	Between	Brief	Messages total / new	Status	Updated / Created
T79003	FROM: CUSTOMER Customer - essaydoc.com Undefined Customer	Subj: support::您的销售人员怎么样? 快乐开心	1 / 0	Closed	Aug 11, 2014 at 6:16 PM Aug 11, 2014 at 6:15 PM

# Create a new query: step 2

Create new ticket from "Support Department" ✕

Search recipient Customer's ID:  Search Reset

Recipient ID \*   
Use "Search recipient" function to fill this field.

Use template Please select  ▾  
Append template to text

Your text \* Dear customer,

Attach file  Browse...

Type  Dialog  Info (no answer required)

Best Regards  
Emma Faulkner  
EssayShark Support

Send



**attach file (max 50 MB)**

# When clients write to [support@essayshark.com](mailto:support@essayshark.com)

- Every 15 minutes all e-mails from this mailbox get transferred into queries from clients



- If an e-mail contained an attachment – it will be attached to a query

# General communication tips

## 1. Introduce yourself:

- *Hello, am I speaking to John Smith?*
- *My name is Jane, I am calling from EssayShark.com, academic assistance website. My call is regarding your order/ query/ e-mail...*
- *I am writing in regards to...*

## 2. Explain the reason of your call/ msg:

- *It came to our knowledge that ...*
- *The writer has informed us that ...*
- *We have come across your cancelled order and noticed...*

## 3. End with one of these phrases (whatever suits):

- *We appreciate your cooperation/ understanding.*
- *Please feel free to let us know should you have other questions.*
- *We are available 24/7, so please get back to us any time should you require further assistance.*

# *5 rules of effective communication*

- **Be laconic.** eliminate unnecessary words, do not use hyperboles and keep your sentences short and up-to-point.
- **Structure your writing.** Clarify the purpose of your communication, identify the key points and maintain your thoughts in a logical sequence.
- **Find good argumentation** and emphasize the recipient's interests
- **Refrain from using Negative words.** Replace them with Neutral or Positive words.
- **Always check your text for typos and mistakes.**

# *communication tips for smoothing conflict situations*

- I believe it is an unfortunate misunderstanding and I would ask you to
- Unfortunately our previous reminders failed to bring desirable results
- Sorry for this unfortunate mistake that caused you so much trouble
- We're really sorry but we can not meet your request for a whole number of reasons, namely:
  - It is quite unpleasant for us to inform you
  - Your claim in regards to ... came as a big surprise to us
  - Please excuse us, it was not possible to carry out your order in due time
- It's a pity we had such an unpleasant situation



# Ticketing rules

- Every query has to be answered within 10 min after it has been initiated
- Only queries where no answer or follow-up is expected in reply should be closed
- All queries initiated by the STM should be written from the corresponding dep-t.
- Never abandon an open ticket without reply!
- Politeness, initiative, full assistance
- If you are not sure what the client means - don't guess, ask additional questions, clarify