

## Positive words and phrases

With your service ethic comes your language, here are words and phrases to use. The language you use can have a huge impact on how the customer perceives your service; intention and honesty.

Adding these words into your conversation has the potential to transform average customer service into a great customer experience.

Positive Words	Example Use
1. Definitely	<ul style="list-style-type: none"> <li>• <i>'I definitely will make sure that it gets sorted...'</i></li> </ul>
2. Surely	<ul style="list-style-type: none"> <li>• <i>'You will surely be able to enjoy...'</i></li> </ul>
3. Absolutely	<ul style="list-style-type: none"> <li>• <i>'I absolutely agree...'</i></li> </ul>
4. Certainly	<ul style="list-style-type: none"> <li>• <i>'I can certainly help you...'</i></li> </ul>
5. Fantastic	<ul style="list-style-type: none"> <li>• <i>'That is a fantastic alternative...'</i></li> </ul>

### Everyday phrases

Make the customer feel at ease from the minute you say 'hello'.

Good use of these phrases will help to reassure your customer that you are the life-saving, sympathetic ear that they hoped for.

6. *'Rest assured Mr.....'*
7. *'I do understand the inconvenience you have faced.....'*
8. *'I will be more than glad/ happy to assist you....'*
9. *'I completely understand the reason why / your situation....'*
10. *'I will ensure that...'*
11. *'What I will do for you right away is.....'*
12. *'I assure you I will try my best.....'*
13. *'What I can do for you right now is ....'*
14. *'I'm sorry for the inconvenience that you have faced, what I can do for you is ....'*

### Advise... don't patronise

It can be difficult to tell a customer what they need to do without coming across as patronising, especially when dealing with technical complaints. Yet incorporating these phrases into your vocabulary can help you to overcome this and create a more positive customer experience.

15. *'I would suggest / I recommend.....'*
16. *'To avoid a similar inconvenience in future I request you to....'*

## From A to B with a smile

When giving out over-the-phone instructions, it is your job to make the process as easy as possible. Try weaving the following phrases into your conversation to help your customer get from A to B with a smile on their face.

17. *'All you need to do is to just....'*
18. *'A simple way / method to change it will be to.....'*
19. *'As soon as you receive...'*

## Smooth Selling

Whilst dealing with a customer complaint, it may also be part of your job to sell up other areas of the business. Here are some useful phrases to help you seal the deal.

20. *'You will ONLY be charged.....'*
21. *'We have a variety of .....'*
22. *'It's a wonderful service where instead of \_\_\_\_\_, you can \_\_\_\_\_ .....'*
23. *'This is the best plan/scheme for your requirements.....'*
24. *'For just £\_\_\_\_. ...you can.....'*
25. *'For Special customers like you.....'*

Which words and phrases will you try?

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