Skipton
Launching Web Chat

Ember
Real Results

Skipton Building Society was launching a web chat option to its customers for the first time in Autumn 2016 and sought the help of Ember Real Results in the summer prior to the 'go live' to ensure that all Advisors were consistent in tone and language to meet the needs of the largely mature and professional customer base.

How we helped

Ember Real Results spent some time consulting in the organisation to meet the key stakeholders and establish the brand Tone of Voice. A number of key questions needed to be answered including the preferences on emojis, abbreviations and the use of 'canned' responses. From the consultation it was also clear that the Advisor population was much younger than the average customer and in order to work with this difference spelling, grammar, proof reading and sentence structure work was key for the success of the programme.

The purpose of the solution was as follows:
1) Know how to engage conversationally on WebChat with the correct 'tone of voice' for your organisation.
2) Know how to avoid spelling and grammar mistakes using proof reading techniques.
3) Know when to use 'cut and paste' auto responses to save time and when not to.
4) Have practiced 'chats' to feel confident and knowledgeable.
5) Have an action plan to make use of what is learned and discussed immediately.

SKIPTON
BUILDING SOCIETY

Quotes from Participants

"Easy to follow and explained with evidence, providing facts and examples of success."

"Enjoyed that we got to look at how other businesses use digital channels for customer service. Liked seeing what good looks like and getting hints and tips on what we can do while on WebChat."

"I will now be confident when using WebChat. I have taken a lot from this day. I know how I will be using language rather than tone in Chat. When I have seen the system and perfected my 'paste' comments I will be really confident."

The Real Result

The programme was delivered successfully with delegates scoring all elements of the programme from 90-100% satisfaction. They described the learning events as 'engaging', 'informative' 'specialised' 'relevant' and 'memorable'

The next steps for Skipton following this programme included creating a Quality strategy to evaluate chats and a recruitment process to move telephony advisors into chat. Ember Real Results was able to provide strategic advice on both aspects to support this valued client to success.

Our Solutions

Here at Ember Real Results we pride ourselves in leading the way in Contact Centre learning solutions including customer conversations via 'Live Chat'.
With industry experts working on the team we work with our clients to ensure their live chat solutions are modern, practical and that it equips their front line teams with the skills to deliver the customer service and sales skills required through a chat function.

Find out more about our services

Get in touch with our experts today