



Customer Support "Voice"

Here at GreatCo., we speak with our customers through clear communication that is fun, engaging, and consistent.

Value	Description	Example
Familiarity	Friendliness, work in personal relationship (i.e. new puppy)	"Hope you've been well since we last caught up! How's your dog doing?"
Adaptable	Like Sales, use language based on Customer's use case and sector. Mirror their formality and tone.	Team - Person Name
Encouraging	Motivate and empower the customer	"Great to hear you finished that reorganization in [our product]"
Empathetic	Make it clear you know they have a lot on their plate	"I understand that this is a frustrating experience and I apologize for the inconvenience." "I appreciate all your help in troubleshooting with me" "Thanks for your patience as I look further into this!"
Yes, and...	Anticipating the needs of customers, thinking one-step ahead of their question or issue.	"In addition to [XYZ], you can also do [123]" "As a workaround..." (providing an alternative solution)



Available	Regular cadence calls, attaching Calendly links	<p>"Let me know if you have any additional questions or feedback. As your designated Customer Success Manager, I'm here to help! 🙌"</p> <p>"As always, let me know if you have any other questions about [our company/product]!"</p>
Honest	Set expectations. Balance of questions/empathy to not annoy.	<p>"My team has a couple of questions that will help us solve this.."</p> <p>"I will need our engineering team to take a closer look at your issue. I'll be sure to update you as soon as I hear more from them."</p>
Inquisitive/Curious	Lead with open-ended questions to understand a customer's experience or issue.	<p>"I'm curious to learn more about your issue. What are you incapable of completing because of this problem?"</p>