

Live chat SOP



PRESENTED BY: THOR & POUL
TRAINING & QA EXECUTIVE



QC Attributes

- Greeting
- Inquiry & Questions
- Product Knowledge
- Spelling & Grammar
- Responsibility
- Solution Offered
- Tone
- Chat Satisfaction
- Empathy
- Upsell
- Tag's
- Closing



- Greeting

Agents are required to provide the first response within 1 minute. If they failed to do, then marks will be (0)

- Inquiry & Questions

Agents can only get full marks when they are able to Understand every question with proper answers/ solutions. If they failed to do so (with 1 of the questions), then there will be 0.

- Product Knowledge

Agents can only get full marks when they are able to answer every question with proper answers/ solutions. If they failed to do so (with 1 of the questions), then there will be 0.

- Spelling & Grammar

The language should maintain a proper grammatical structure and proper words when typing. The agent should answer in a professional way. E.g. Please wait patiently instead of just "Wait". If they failed to do so (with 1 of the questions), then there will be 0

- Responsibility

Take full responsibility for the affiliate's requests. If they failed to do so (with 1 of the questions), then there will be 0

- Solution Offered

Agent need to provide proper solution with in on time. If they failed to do so (with 1 of the questions), then there will be 0



- Tone

Do not use any bad language & maintain polite manner with affiliate. If they failed to do, then there will be 0

- Chat Satisfaction

The chat satisfaction marks will be given according to the overall performance. If they failed to do so (with 1 of the questions), then there will be 0

- Empathy

Try to understand the situation, feelings of affiliates and reply accordingly. Its help to get Chat satisfaction and Good review. If they failed to do so (with 1 of the questions), then there will be 0

- Upsell

Must promote our campaigns in chat. While affiliates are waiting its better to sent them Upsell to read properly. Either can use upsell before closed the chats. If they failed to do, then there will be 0

- Tag's

Every chats need proper tags. if they failed to do then marks will be 0.

- Closing

Before closing every chat, send "bye". If they failed to do, then there will be 0



Active Chats SOP

- Greeting
- Wait
- Upsell
- 2 minutes (If Need)
- TQ –Thank You
- Salutation Pass
- Anything's
- Upsell
- Bye



- **Greeting**
When an affiliate comes in, you must send "Hi" before they start to talk.
- **Wait**
When you need to check something for them, you need to put them on hold, send "wait" (So you can have 2minutes time to check)
- **Upsell**
Must promote our campaigns in chat. While affiliates are waiting its better to sent them Upsell to read properly. Either can use upsell before closed the chats.
- **2 minutes (If Need)**
If you need more than 2 minutes, you need to send "2 min", so you can have another extra 2 minutes to check for them, if you need another 2 minutes, send again.
- **TQ –Thank You**
Once you come back, before you start to talk, you must send "tq", after that you can continue with your topic
- **Salutation Pass**
Pas every solution accordingly, one by one.
- **Anything's**
Once you answered their question, you may send "anything"
- **Upsell**
- **Bye**
Before closing every chat, send "bye" and tag conversation.



Idle Chat SOP

- Greeting
- Online
- Idle
- Upsell
- Bye



Compliance

- Agents must have to login intercom 10 minutes before the working schedule. (after 10:00 count as a late frequent)
- All chats should be handled with proper SOP.
- Agents can not close any chat without giving a proper solution.
- Live chat is the first place to get all the solutions for Affiliate. No matter what, the agent needs to do his best to resolve the problem within the live chat.
- Without notifying PIC -agents can not change/suspend /Active/Inactive/Locked any account at any situation.
- Agents can not use slang, bad words or inappropriate words or give threats at any situation during live chat. For overrule, Company takes immediate disciplinary action.

Agents set away without valid reason & Must be posted in slack (short break/lunch break) and must log-out after working hour. For overrule, Company takes immediate disciplinary action.

No duty swap/proxy allowed in live chat without PIC permission. For overrule, Company takes immediate disciplinary action.



Thank You

- ***[Note: All Chats being recorded & validate by Quality Assurance team, Please contact with your QA if have any question regarding QA SOP]***