

Call Flow & PAIR

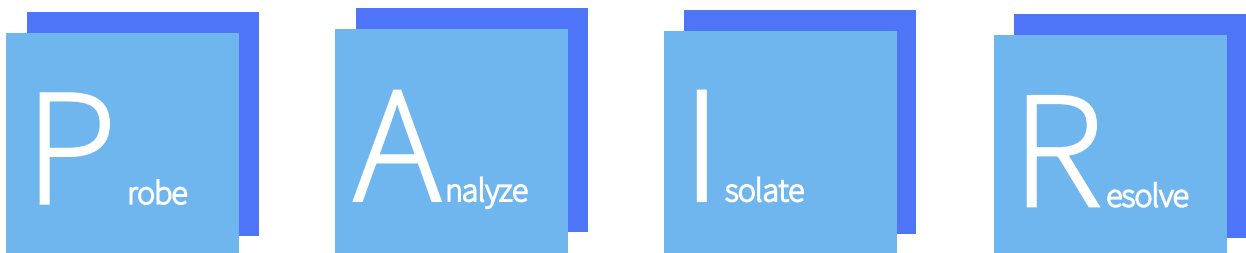


Beginning of Call

- ☒ Branded Introduction:
"Thank you for calling BigCommerce technical support, this is [First Name]..."
- ☒ Gather Caller Information and Support PIN
"May I have your name and the address of the store you're calling about?"
"And, can I have you verify the support PIN please?"
or, *"Thank you for verifying your support PIN."*
- ☒ Gather the Reason for the Call
"Thank you, [Caller's Name]. And, how can I help you today?"
- ☒ Express Empathy
"I can see how that would be frustrating..."
- ☒ Affirmation of Support
"...but you've called the right place. I'm going to help you."
- ☒ Agree on the Reason for the Call
*"Just to make sure I understand, it sounds like you're calling because [Reason]...
...is that correct?"*



Troubleshooting & Problem Solving



Repeat steps in P.A.I.R. as necessary to resolve all of the issues the customer wants to address



End of Call

- ☒ Agree on the Resolution for the Call:
*"You called because [Reason] and we [Summary of Steps Taken].
Would you say that resolves the reason for your call today?"*
- ☒ Solicit Feedback
"We would really appreciate any feedback you'd like to provide about your experience today. After I disconnect, please hang on the line and there will be a brief survey."
- ☒ Branded Closing and Disconnect
"Thank you for calling BigCommerce technical support."