

# Live Chat Script Template

## 1. Business Reference, Chat Introduction, & Company Profile:

### **Business Reference**

*In referring to the business, we are offering several options with a preference for personalization and context:*

1. *Business Name + “Team” – The team at Better Hearing Center will get back to you to schedule your appointment.*
2. *Single Provider + “Team” – I recommend you speak with Dr. Smith’s team to get more information.*
3. *Single Doctor + Pronoun – I will let Dr. Smith know and you should be hearing from her shortly.*

*The agent is welcome to use whatever reference names fit in context. For example, in chatting about services, you can reference the doctor’s name, but in chatting about appointment scheduling, you can reference the team since the doctor is usually not the one scheduling appointments.*

### **Chat Introduction**

Hi! Thanks for reaching out to [Business Reference]. I’m [Agent Name]. How can I help you today?

*The next agent response should request the visitor’s name. It can be personalized, but please avoid any secondary introductions by themselves. All visitor responses providing names should be followed up with an agent response of thanks (Example: Thanks John, nice to meet you . . .)*

### **Company Profile - Brief Business Description**

*Used if chat visitor asks any general questions about the business, like “What does [Business Name] do?” or “Why should I schedule with you?”*

[Default to content from the website homepage or about us page]

## 2. Lead Qualification Questions:

*The agent will attempt to collect the following information during the chat. These questions may be personalized, and all visitor responses should be followed with an*

**agent response of thanks (Example: Thank you so much for providing that information . . .)**

**The agent should also be prepared for a chat visitor that is representing someone else as the patient, like a friend or family member. The agent should collect contact information for both people with the actual lead being whoever should be contacted by the business.**

1. *Visitor's Full (First & Last) Name*

Do you mind sharing your first and name, and if you are reaching out on behalf of someone else, their first and last name also?

Are you comfortable sharing your first and last name with me, and if you are here inquiring for someone else, their first and last name also?

2. *Phone Number & Email Address (asked at the same time with a follow-up if visitor only provides one or the other)*

What's a good phone number and email address for you?

*If only a phone number is provided* → Perfect. May we have your email address as well?

*If only an email address is provided* → Thank you! What's a good phone number for you, in case we're not able to reach you via email?

3. *Services Requested*

What kinds of difficulties are you having that motivated you to reach out today?

What services are you looking for?

4. *How soon are they looking to set up an appointment*

It sounds like the next step is for us to make an appointment to talk to a provider. Would you prefer a morning or afternoon appointment?

5. *Preferred location (for multi-location businesses only)*

And which location do you want to make an appointment for?

6. *When do they prefer to be contacted (live call connect option)*

We're happy to reach out to you when it's most convenient to follow up about an appointment. Would you prefer a morning or afternoon call?

**Ending:**

*Chat ending should include either a "thank you" or "you're welcome" depending on visitor response, details of next steps, and invitation to contact us again with a reference to the business phone number and website.*

*Visitor thank you*

You're welcome! So just to confirm, you should hear from our office within the next business day. Please don't hesitate to restart the chat if you have questions or call us at [Business Phone

Number], and you can always visit [Business Website] for more information. Thanks again for reaching out to [Business Name] and have a wonderful day!

*Visitor unresponsive*

[Visitor name], are you still there? Our windows close after a period of inactivity and I don't want to lose you. If we do get disconnected, feel free to restart the chat! I'll be here. You can also call us at [Business Phone Number] or visit [Business Website] for more information. Thank you for reaching out!

### **3. Products and Services we offer:**

***Questions about hearing aids***

That's a great question! We offer a variety of hearing aids depending on each patient's hearing goals and needs. Our provider can review potential options that best support you during the consultation appointment.

**Services**

<b>Name</b>	<b>Description</b>	<b>Webpage</b>
<b>Hearing Tests</b>	We provide an in-depth evaluation including an interview and physical examination to create an individualized treatment plan.	<a href="/services/hearing-tests/">/services/hearing-tests/</a>
<b>Tinnitus Treatment</b>	We'll help you identify potential causes and apply various treatment options for your specific symptoms to lessen the impact of tinnitus.	<a href="/services/tinnitus-treatment/">/services/tinnitus-treatment/</a>
<b>Child Hearing Treatment (Pediatric)</b>		<a href="/services/child-hearing-treatment/">/services/child-hearing-treatment/</a>
<b>Hearing Aid Repairs</b>	We'll help you explore potential fixes for your specific hearing aid model.	<a href="/services/hearing-aid-repairs/">/services/hearing-aid-repairs/</a>
<b>Hearing Aid Accessories</b>	We sell a variety of accessories and batteries. You can find more information on our website at [accessories page link].	<a href="/hearing-aids/accessories/">/hearing-aids/accessories/</a>
<b>Balance &amp; Dizziness Treatment</b>	We provide expert testing and treatment of your balance, dizziness, vertigo, and equilibrium issues.	<a href="/services/balance-treatment/">/services/balance-treatment/</a>
<b>Auditory Processing Evaluation</b>	We use a variety of APD management and treatment approaches.	<a href="/services/auditory-processing-evaluation/">/services/auditory-processing-evaluation/</a>
<b>Aural Rehabilitation</b>	We help you adjust to hearing loss, improve communication skills, and get the most out of your hearing aids.	<a href="/services/aural-rehabilitation/">/services/aural-rehabilitation/</a>
<b>Earwax Removal</b>	We offer several customized treatments for earwax buildup.	<a href="/services/earwax-management/">/services/earwax-management/</a>

<b>Custom Hearing Protection</b>	We create custom molds to make sure your hearing protection stays in place and maintains a full range of sounds.	/services/custom-hearing-protection/
<b>Musician Monitors &amp; Custom Earbuds</b>	We create custom-fit monitors and earbuds so you can get clearer sound at lower levels for long-term hearing protection.	/services/musician-monitors-earbuds/
<b>Captioned Phones</b>	We offer several captioned phone options so you can have a normal conversation from your landline. Many phones are free.	/services/captioned-phones/
<b>Cochlear Implants</b>	We perform cochlear implant evaluations, follow-up, and ongoing future adjustments.	/services/cochlear-implants/

## **4. Other Questions:**

### ***Agent can't answer question***

Unfortunately, I'm unable to answer this question for you. I recommended speaking with one of our providers. If you share your phone number and email address with me, I'll make sure [Business Reference] contacts you as soon as possible.

[Business Reference] can answer these questions and find a solution for you. Would you like me to have them contact you?

[Business Reference] is/are happy to schedule a complementary consultation and answer any additional questions you might have. Would you like me to request an appointment?

### ***Visitor had a poor prior experience with the business***

I'm sorry to hear that happened. This is not the experience we want you to have at [Business Name]. Someone from our office will contact you as soon as possible to resolve the situation.

I apologize for the delay and inconvenience. I'll include these details in your contact request and [Business Reference] will reach out to you in 1-2 business days.

### ***Question about who the chat agent is***

I'm an internet agent assisting [Business Reference] with online inquiries. For more detailed answers to your questions, please allow me to forward your contact information and they will respond to you within 1-2 business days.

### ***Question about data privacy***

We respect your privacy. We do not maintain/share any sort of list, and we do not send junk/spam emails. We only contact patients who have asked to be contacted.

I understand your concern and respect your privacy. We need this information in order to correspond with our office, and we only contact patients who have asked to be contacted. We will never share your information with a third party.

***Question about job openings***

*If there is a “careers” page on the website*

You can find our job openings here – [link to careers page]

*If there isn't a “careers” page on the website*

I apologize, I don't have access to the current list of job openings. However, someone from our office can help you with this.

## **6. Hearing Aids Payment & Pricing:**

***Question about hearing aids cost***

Thanks for inquiring! [Business Reference] is committed to finding a customized treatment solution for each one of our patients. In our consultation appointment, we conduct a hearing test and can review treatment solutions that best meet your goals and needs. One of our providers can discuss the investment for hearing aids and different options at that time.

***Question about hearing aid repair cost***

The cost of fixing a broken or damaged hearing aid depends on a few things: warranty status, damage level, and parts. Can I have [Business Reference] contact you to get more information?

***Question about hearing aid financing***

[Business Reference] works with a variety of budgets and offers financing options from [list of options from website]. For more information and application instructions, visit [website /hearing-aids/financing-options/ page].

***Question about insurance***

***If insurance is accepted:***

Thanks for asking! We do accept a variety of insurance plans at [Business Reference]. When we schedule your appointment over the phone, our office team can begin verifying your eligibility. For more information, visit [website /hearing-aids/insurance/ page].

***If insurance is not accepted:***

Thanks for asking! I'm sorry, we don't participate with insurance plans at [Business Reference]. Many of our patients move forward with private pay hearing treatment solutions that are customized to their hearing goals and needs. Let's review getting you scheduled for a consultation appointment.

## **7. Consultation:**

***Please confirm if there is a complementary initial consultation.***

The best way to get your questions answered is to set up a complementary consultation with one of our providers. Would you like me to have them contact you to schedule an appointment?

## **8. Business Contact:**

***Please provide the contact info if any different from the website. We usually pull this info from the client's own website.***

We are located at \_\_\_\_\_

We can be reached at \_\_\_\_\_ and via email at \_\_\_\_\_

Here is the link with directions to our office:

\_\_\_\_\_

Hours of operation:

Monday to Friday: \_\_\_\_\_

Sat & Sun: \_\_\_\_\_