

This is a sample handout from the SuperHost™ Foundations of Service Quality course. It introduces the principles of providing a quality service experience. To take the full course, visit [SuperHost.ca](https://www.superhost.ca).



## BEST PRACTICES FOR TEXT MESSAGING AND CHAT

Digital technology has opened up new communication channels for businesses like text messaging and chat applications such as Slack, Messenger and WhatsApp. You may be used to these applications for chatting with friends and family, but using them in a business environment requires special considerations.

As with other forms of written communication, text messaging and chat rely on words alone. Because customers can't see or hear you, it's important to choose words that convey messages clearly to avoid misunderstandings.

The following are best practices in communication by text messaging and chat:

- Watch your tone. You may be casual when texting and chatting with friends and family, yet when representing a business you should use a professional, conversational tone.
- Introduce yourself. The customer may see a number only and not know who you are. Personalize the exchange by giving your name and the name of the business you represent.
- People expect a prompt reply when texting and chatting. Keep your device nearby and check it regularly. Confirm receipt of the message right away and any action taken.
- If you're texting or chatting with customers in a public area, be attentive to the customers around you.
- Do not text or chat with friends and family members during work hours.
- People using mobile devices are often on the go, are busy and are multi-tasking. Be brief and concise, but not so brief that you sound rude or abrupt.
- Don't forget the basic courtesies like please, thank you and sorry.
- Avoid abbreviations, slang, acronyms and emojis that customers may not understand or may misinterpret.
- If the matter is sensitive, offer to contact the person directly by calling.
- Don't send inappropriate photos, videos, jokes and other unprofessional content.
- Review your message before sending it to check for appropriate tone, accuracy and correct spelling.
- Remember that texting and WiFi can cost travelers money. Always use their preferred communication channel.