

GLOSSARY

Writing Customer Service Emails

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Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
cliché	Insincere words or phrases that are overused
critical reading	The ability to understand what the customer is really asking
empathy	Understanding the way another person feels
paraphrasing	Including a brief mention of the details surrounding the customer's problem or experience
rapport	An understanding relationship between a customer and service specialist
templates	Pre-formatted documents that are used for standard responses and can be customized