

## Follow-up calls

### Call script for repeat customers:

Hi, my name is --- and I'm calling with ProofreadingPal.com. This is a courtesy call to ensure you received your most recent order using the download link included with our email **alerting you that your order is ready**. You can also access your document using the "**order status link**" located in the top left hand corner of our website. If you have any questions, please contact customer service for technical support. **We are available daily from 8am – 10pm CST**. Again, this is simply a courtesy call. **We thank you for doing business with ProofreadingPal.com**, and we look forward to working with you again in the future. Have a great day!

### Call script for new customers:

Hi, my name is --- and I'm calling with ProofreadingPal.com. This is a courtesy call to ensure you received your most recent order using the download link included with our email **alerting you that your order is ready**. Because we know you are a new customer, we want to remind you that you can also access your document using the "**order status link**" located in the top left hand corner of our website. You can access and download your document for seven days after your order is completed. Two proofreaders have proofread your document for spelling, grammar, and punctuation in addition to editing for sentence structure and clarity. **If applicable: We also proofread your document to ensure it meets APA/MLA/CSE (etc.) requirements, as requested.** If you have any questions, please contact customer service for technical support. **We are available daily from 8am – 10pm CST**. Again, this is simply a courtesy call. **We thank you for doing business with ProofreadingPal.com**, and we look forward to working with you again in the future. Have a great day!

### Good questions to ask if you speak with customers directly:

- How did you find out about PRP?
- If it was through Google, did they hear about us through an ad or was it a natural search result?
- If it was through a friend, we will send that friend a gift if they are willing to disclose their name.
- Remember, any good feedback can be emailed to Brian for use on our testimonial page. Please ask the customer if it is okay if we use their feedback, and ask them if we can use their name (first and last, or just first name?).

## Follow-up calls cont.

If you are unable to reach a customer by phone, and you would like to send them an email, be sure you are using the [contact@proofreadingpal.com](mailto:contact@proofreadingpal.com) email and cut and paste the below text. You do not need to cc anyone on these emails. You can then check them off your CRM list accordingly. If you feel we need to follow up a little more intensively with a customer, select the Follow Up option in CRM and Save. You can leave a note about what your concerns are, and I will follow up for you the next day. Please also send me an email at [sashavice@proofreadingpal.com](mailto:sashavice@proofreadingpal.com), just as a reminder.

**Subject line:**

Just following up on your recent proofreading order

**Body:**

Hi ---Name---

My name is Sasha Vice, and I am contacting you today to ensure that you were pleased with the proofreading order we completed for you recently. Please feel free to send any feedback my way. We are happy to take your suggestions and comments to heart in the pursuit of perfecting our services. If you are willing to have your feedback shared on our testimonial page, let me know – I love to share your kind words! If you have any criticisms, of course, please let me know so I can address your concerns promptly.

Thanks again for your business, and we sincerely hope to work with you again in the future.

Best regards,

Sasha Vice

**International Customers:**

Be sure you know that you are calling during an appropriate time of day. I suggest you Google the location and the words time zone – this will tell you exactly what time of day it is. Using Skype on the laptop, you can call international customers for courtesy calls. The passwords are listed above, if you need them.

**Email for customers who gave good feedback during follow-up call:**

A customer may be more willing to give kind words if they are not put on the spot on the phone and are actually given the opportunity to field out some feedback. This is an optional email for customers who gave good feedback on the phone and you think they may have more to say about our service.

**Subject Line:**

Request for additional feedback

**Body:**

Hi ---Name---

I am contacting you today because you had such kind words about our service during our courtesy call. If you are willing to have your feedback shared on our testimonial page, let me know – I love to share the thoughts of a happy customer. Also, let me know if you would like for us to use your first and/or last name, or even if you would like for it to be anonymous. Please feel free to send any feedback my way. We are happy to take your suggestions and comments to heart in the pursuit of perfecting our services. If you have any criticisms, of course, please let me know so I can address your concerns promptly.

Thanks again for your business, and we sincerely hope to work with you again in the future.

Best regards,

---Name---