

# Channels of Customer Service —

## Compare and Contrast



*Compare and contrast — channels of customer service*

|                          | In person   | Written  | Telephone  | Email  |
|--------------------------|---|--|--|--|
| <b>Emotional content</b> | Can be seen and heard.  | With a longer text, tone can be deduced.   | Easy to hear tone/pitch/inflection of voice.             | Tone is guessed — high risk of an incorrect guess!   |
| <b>Humour</b>            | Direct experience with clues from the customer. Smiles, eyebrows, tone of voice. (And sometimes laugh at their own joke.) | With an expertly constructed script, humour can be conveyed to the reader.         | Easily achieved with tone of voice, pace, and jocularly. | Difficult, unless the joke is very short, or follows a well-known format. (eg, 'a crocodile goes into a bar:') |
| <b>Tone</b>              | Directly experienced. Can be seen and heard.  | Writers use language, to portray the tone of a situation. High wordcount required. | Tone can be heard in the inflexions of speech.           | Almost impossible.   |
| <b>Timeliness</b>        | Instant exchange - each taking their turn to speak.   | Each turn in the conversation is delayed by the transit time of delivery.          | Instant. (After the telephone has been answered.)        | The send-to-receive delay can be considerable. The time to reply is prone to delay.                            |
| <b>Privacy</b>           | Privacy depends on the physical surroundings.   | Depends: A sealed envelope is more private than a postcard.                        | Private.   | Almost none.   |
| <b>Page layout</b>       | n/a   | Document designed by the author; the reader sees the same layout.                  | n/a  | What is displayed can be unlike from the author's design.  |
| <b>Reading</b>           | Customer can be guided through documents.   | On paper — reading is linear — start to end.                                       | n/a  | On-screen — reading is often scanned.  |
| <b>Add your own</b>      |   |  |  |  |