

Customer Support Guidelines

Overview

It is our goal to offer the best services to boost your sales in the Brazilian market. However, this is not enough for us. We wish for you to be able to offer the best purchase experience to the Brazilian consumers, and an efficient customer support is vital in this process.

The following guideline provides recommendations for the best practices for Customer Support for Brazilian customers, based on our more than 20 years of experience in this field.

Consumer profile

Brazilian consumers are accustomed to purchasing goods and services online. They are demanding and bargaining buyers and seek the best service combined with the most convenient payment method. At the same time, they tend to have serious concerns, such as:

- Can I trust this store?
- Is the purchasing process secure?
- Will my personal details be protected?

Before completing a purchase, they always search on the Internet for information regarding the seller company: website, phone number, physical address, etc. Facebook, Instagram, Google, LinkedIn and other social media profiles are also an important source of investigation. They will mainly look for complaints and testimonials from other customers and peers.

Customer protection websites play an important role as well. Reclame Aqui (<http://www.reclameaqui.com.br>) is the most renowned website used by customers to make complaints about companies and provide feedback for their products or services. A bad reputation on Reclame Aqui can have a significant negative impact on your business.

What do they expect?

If the research returns positive results, they are ready to move forward. There are important things that customer will expect during the purchase process:

- Easy payment flow.
- Clear instructions (payment methods, price, installments).
- Clear shipping information (delivery time, taxes).
- Stable website.

- Security of information during the checkout process (e.g. verification from a certified security service, https protocol).
- Easy access to customer care contacts: e-mail address, contact form, online chat, phone number, Facebook page, even WhatsApp.
- Instant confirmation after the order is placed (whether it's approved or not).
- E-mail confirmation stating that you received the payment along with the order number and product purchased.
- E-mail confirmation with the tracking number along with the website to be used for checking the delivery status.
- Online chat support to solve quick questions and to certify that your website is legitimate.
- Phone number: Brazilian buyers really like to speak over the phone. They feel more secure and confident to complete a purchase.

What do you need to do?

- Offer a wide range of payment methods.
- Display all payment methods offered in your website.
- Describe the entire purchase process: payment > confirmation > delivery.
- Offer easy access to customer care contacts: phone, e-mail, online chat, contact form, social media, etc.
- If you don't have phone support in Portuguese, it's **crucial** to offer an efficient e-mail support with fast and straight answers. An online chat will work as well.
- Lack of answer is **unacceptable**. Send at least a "we're checking this issue and we'll get back to you" response.
- Don't keep them waiting for too long. Otherwise, they will send more and more messages complaining until they get a response.
- If the payment is not confirmed instantly (e.g. boleto), send an e-mail when the payment is confirmed.
- As soon as available, send the tracking number along with the website to be used for checking the delivery status. Reminders of delivery status have proven to help to manage their expectations and consequently, decrease complaints related to shipping.

Avoiding complaints

The main reason for complaints is the lack of information:

- They can't find your contact details.
- They don't have information about the delivery.
- They can't track the package.
- They don't recall what they purchased (yes, it happens a lot!).
- They don't remember the name of the store they are buying from.

Solving these issues:

Lack of information #1: customer can't find your contacts

Solution: Let the user find your contacts easily: phone, e-mail, online chat, contact form, etc. Show them at your home page, create an easy access to a contact page and include these details in e-mail communications.

Lack of information #2: customer doesn't receive an answer

Solution: Your customer care team must answer all messages sent by the buyer within a reasonable delay (i.e. less than 1 business day). If you don't know the answer, just tell them that you'll look into it and that you'll answer soon (and don't forget to honor your promises). Customers tend to get upset very easily if they don't receive a quick answer.

Lack of information #3: customer doesn't know what they purchased and the name of the store

Solution: When you send the message confirming the purchase to your customer, you must inform the order number, product name, price and the name of your store. Also, add your contacts details to let the customer reach you easily.

Lack of information #4: customer doesn't receive information about the purchase process or delivery

Solution: Describe the purchase process and give detailed information about it: "we received your order, we received your payment, we're preparing your product", etc. And, as soon as you ship the goods, send the delivery's tracking number to your customers.

Extreme measures

Brazilian consumers really like to purchase online but they need to feel confident that the store they are buying from is secure and reliable. If you don't answer to a message, customers will suspect that your business is a scam, as crudely as that. If they feel fooled, they will make public complaints against you on Facebook, Google, Reclame Aqui, etc., affecting your online reputation, scaring other customers away and annihilating your brand in the market sooner than you could expect.

In addition, it's very easy to file a lawsuit in Brazil, at no cost for the plaintiff, but with high costs for the merchant, so you may really want to avoid that!

Conclusion

Brazil is a huge opportunity for online businesses and Brazilians are great consumers, but they require attention. You need to provide them with all relevant information from the beginning. Make sure that your contact information is visible and updated. Also, promptly answer all questions and complaints.

By providing regular updates and feedback, you will avoid the hassle of having an unhappy customer. More than that, you will create a loyal customer base that will spread a good word about their purchase experience and will most certainly purchase from you again. Be sure all these efforts are well worth it to reap the results you wish to accomplish in your Brazilian venture.

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