



We hope you find Live Chat useful and that it is a good way to getting your quick questions answered efficiently. However, we do have to have terms and conditions attached to your use of Live Chat. Please read the following before you make use of Live Chat. Thanks, ASK.

Definitions:

LiveChat – The name given to the Live Messaging service that is between ASK's reception and all users of the LiveChat service. The LiveChat service shall be bound by the ASK confidentiality policy, these Terms and Conditions of use, and the Guidance Notes of LiveChat for ASK Advisers.

Chat – A Chat is defined as the conversation between users of the Live Chat service and the ASK

<https://docs.google.com/presentation/d/12n5QnM03jSXrrXoK4UCLrpFilT5h9YGkYCN3rqA8iuU/pub?start=true&loop=true&delayms=30000service>.

1. The LiveChat opening times shall be 10am-12pm, Monday to Friday, subject to availability.
2. LiveChat is an information service, if you need in depth advice, you will be signposted to an ASK advisor or to another appropriate service.
3. At the time of your 'chat' you may request a transcript of the conversation by pressing the envelope icon at the top of the chat window. This will then be emailed to you.
4. Neither Keele University Students' Union nor any of its affiliates shall be liable for any direct, incidental, consequential, indirect, or punitive damages arising out of advice given during a LiveChat conversation.
5. Keele University Students' Union will keep a transcript of every 'chat' had through LiveChat. This transcript will be kept for 12 months at ASK and will be used for training and quality evaluation and to respond to a user's complaint in relation to the LiveChat service.
6. All LiveChat conversations are completed over a web based transmission service and are confidential between the "visitor" and ASK, unless explicit permission is given by the "visitor". However, if there is risk of someone being harmed or other unlawful activity, we may have to pass some details onto the relevant authorities. Please see ASK's Confidentiality Policy.
7. Furthermore, when you are using LiveChat, please do not transmit any unlawful, threatening, libellous, defamatory, obscene, pornographic or profane material, or any material that could constitute or encourage conduct that would be considered a criminal offence or violate any law. LiveChat reserve the right to terminate any LiveChat conversation which are judged to be any of the above.
8. All ASK employees using LiveChat shall adhere to the ASK confidentiality and nondisclosure policies (Add any more as appropriate). If we have the statement below, we don't need this?
9. ASK is happy to advise students and staff using LiveChat. However, ASK cannot ensure confidentiality using this medium in the same way as contact through interviews, telephone or letter. ASK cannot guarantee the security of the service and therefore, cannot be held responsible for any security breaches, e.g. if a third party hacks into the service or due to an IT error, the Live Chat can be seen by parties other than the sender and ASK. Therefore, we recommend that if you wish to contact us using LiveChat please treat it as if using a post-card, if you need to divulge sensitive information you may prefer to do so in a different way.

If you do contact us for advice using LiveChat we will assume you are happy for us to respond in this way. Any opinions expressed in this LiveChat Conversation are those of the individual and not necessarily those of Keele University Students' Union.

These terms shall be governed by English law and are subject to the exclusive jurisdiction of the English Courts. Nothing in these terms shall exclude liability for fraudulent misrepresentation.

ASK Live Chat Standard Texts (Or canned messages)

At times, it will be appropriate to use a standardized text, either to provide information, guidance or filler. Standard Texts can save time, and allow you to put the visitor 'on hold' while researching and finding information. These can be added to when statistics show us that some issues that we lack the Standard Texts for come up more often than not. The following is not an exhaustive list:

Introductions, end & filler Texts

Hello! Welcome to ASK's Live Chat information service. How may I help you?

I'll just look into that for you. Are you okay to wait?

I'm still looking into this for you, are you still okay to wait?

It might be best for you to come in and talk to an advisor face to face regarding this. Would you like to book an appointment with us? If so, you can call 01782 734800. Alternatively, you can request an appointment using our online booking form: [link to online booking form]

Is there anything else I can help you with?

Thank you for accessing the Advice & Support at Keele (ASK) Live Chat service today. We would really appreciate your feedback: [link to feedback here]. For more information, please visit www.keelesu.com/ask

Specific texts

We do offer a free VISA Checking service in ASK. Would you like to book an appointment?

ASK opening hours are; 10-12:30 appointments, 1-4pm drop ins, Monday-Friday. For more information, please visit www.keelesu.com/ask

The JobShop is based within ASK, as well as online on www.keelesu.com/jobshop

Advice & Support at Keele (ASK) Live Chat Guidance Notes

It is important to recognise that in everything that ASK does, it does with the utmost quality and commitment to the core principles of being an independent and confidential advice service. This set of guidance notes for the LiveChat Service will ensure that any ASK LiveChat Advisers will achieve this.

Spelling

Ensure that you use the spell check before you reply to a message. Read carefully the message before you send it, you will not only spot sentences that might be too long or messages that are not clear, you will also pick up on mistakes e.g. using lower case after a full stop or using homophones (words that sound similar but are not written the same, such as your and you're) incorrectly

[BBC Homophones Quiz](#)

Capital letters

Capital letters are used as follows:

- Weekdays and months
- Buildings and landmarks
- 1st person singular "I"
- Beginning of sentences
- Names
- Certain abbreviations and acronyms (please try not to use either)

Punctuation and Grammar

Sentence structure

Example for incorrect sentence structure (please disregard the content):

Advisor: We are sorry that you're not able to find work offcampus. We do offer a jobshop service within ask that you can access.

Advisor: and have you accessed the service before?

In general, please ensure the following:

- Create short sentences divided by Full Stops rather than Commas!
- Please remember to start a response with a capital letter and end with a full stop.
- Please ensure that you put a Full Stop in front of "However" and a Comma afterwards.
- If you would like to list items, please use a Colon (:) after the last sentence and before the bullet points
- Do not use a Comma before "and".

Changed sentence structure:

Advisor: We are sorry that you have not been able to find work looking off campus. We do offer a JobShop service within ASK (Advice & Support at Keele) that you can access.

Advisor: Have you accessed the ASK service before?

Controlling the conversation

In order to help our visitors in the most effective and efficient way, we need to stay in control of the chat. Try to avoid losing control of the chat and letting the visitor take over. Should this happen, you can also ask questions that will make the user pause and think about an answer and therefore help you to get back in control.

Another important way to keep control of the conversation is to limit the amount of responses you send while explaining something to a visitor. If you hit return half way through an explanation the visitor may not realize that you haven't finished and start to ask questions mid explanation, which ends up making the *chat* very confusing for both you and the visitor.

Always let the visitor know what you are going to do before you do it, so that they are kept in loop at all times and never think you have forgotten about them.