

# Customer Service UK Outline

## H1: Contact [Company] Customer Service The Easy Way

The H1 must always contain the main keyword and address the problem the reader is having.

1. Getting a live human at [company] is hard
2. You have to go through a long phone-tree, and wait on hold
3. DoNotPay built a robot to dial the number for you, and connect you when you reach a real human being
  1. Sign-up directly from your [web browser](#).
4. Stats on how much time people waste on hold trying to get support

### H1 structure:

- Write a short intro (2–3 paragraphs) where you introduce the reader to the topic, aggravate the problem, and hint at the solution (DoNotPay > faster, more convenient, automated, less frustrating way for the reader to solve their issue).
  - Highlight the problems that stem from attempting to solve the issue yourself.
- Include as many of the mandatory links as close to the top of the article as possible
- **Include the main keyword in the first ~50 words of the intro and make sure to bold that sentence**

**! The following H2s and H3s are examples/suggestions and serve to give you a general idea of the direction in which you can take your article. You DO NOT have to use all of them and are ENCOURAGED to adjust the headings according to the topic and the results your research yields.**

## H2: [Company] Support Contact Number and Email

1. List all contact numbers per department
2. There may be multiple, e.g. [Nordstrom](#)
3. List all emails / departments
4. Describe the likelihood they respond, some companies e.g. Google or Instagram are notorious for never responding to customer support emails
  - See whether the company has a time-frame they promise to reach back to you by, e.g 24 hours.
  - You can look for this information on Reddit or other forums as well.

5. Provide the info a user will need to provide to the company they are contacting
  - Order number, account number, etc
6. Create table showcasing all contact information:

[Company] Support/FAQ Site	
[Company] Phone Number 1 (domestic)	
[Company] Phone Number 2 (international)	
[Company] Fax	
[Company] Support Email	
etc	

## H2: Alternative Ways to Resolve Customer Service Complaints

- If you cannot get a satisfactory response from the company or want to complain more, there are other options. Make H3's for each:
  - ADR Schemes (Alternative dispute resolutions):
    - <https://www.gov.uk/government/publications/alternative-dispute-resolution-for-consumers/alternative-dispute-resolution-for-consumers>
  - Ombudsman:
    - <https://www.citizensadvice.org.uk/consumer/get-more-help/how-to-use-an-ombudsman-in-england/>
      - Look over the list and find the ombudsman that best fits the company's sector
      - Include a list of reasons when the user should make a complaint to the ombudsman. It should be mentioned on their website.
  - Small Claims Court: "The total amount of money you can claim in the small claims court in England and Wales is £10,000" (double check and do your research)
- Explain when the reader would make a complaint to the specific agency and shortly describe how
  - Include email, phone number, steps
- Good source:
  - <https://www.which.co.uk/consumer-rights/advice/how-to-complain-to-a-company-ax6z54l1PPHr>

## H2: [Company] Corporate address

1. List corporate address

2. This is useful for XYZ reasons
3. Another reason you may want this address is if you intend to file a lawsuit against [company] in small claims court and need to know where to send a demand letter or serve [company].

### **H3: If [company] refuses to help me, can I sue them in small claims court?**

#### **For US-based companies only:**

If you feel that you've been wronged and [company] is refusing to own up to their mistake and pay what they owe you, you can sue them in small claims court. Here's how DoNotPay helps with the process:

1. DoNotPay generates a demand **letter** you can send to [company] to try to settle things out of court.
2. If unanswered, you will then **fill out the court forms**. DoNotPay helps you with this and provides you with enough copies.
3. After that, you can **file an official complaint** with the court. DoNotPay will guide you through the process step by step.
4. You will then **serve [company]**, which will tell them that they are being sued. You should also specify a reason for which you are suing them.
5. Finally, **show up in court!** DoNotPay will provide a script you can use before the judge.

### **H3: Use DoNotPay to Get [Company] Refunds / Cancel Anything / Manage Subscriptions**

#### **Use if keyword applies**

If you need assistance getting a refund from a company, DoNotPay can help!

1. Tell us the company you need a refund from/need to cancel with
2. DoNotPay will contact the company and fight for your refund/cancel your service!

Product notions:

- [Cancel Anything](#)
- [Manage Subscriptions](#)

## **H2: [Company] Executive Team**

1. **If you need more words/if you believe it is necessary for the keyword**, look for CEO & VPs of customer experience / support. You can list up to 3 contacts
  1. Example titles include general manager / VP / Director
  2. Customer Support
  3. Customer Service

4. Customer Care
5. Customer Experience
2. Use Google by searching site:linkedin.com [company] "position"
3. Provide name, email, LinkedIn, Twitter, phone number
4. Only use in case of last resort
5. **"If you do decide to contact these individuals, do not simply write to the CEO or send your request to all the executives at once. This could severely limit your ability to resolve your issue. Rather, start with the primary contact and then work your way down the list."**

## H2: Common Reasons People Contact [company] Support?

1. List common reasons why someone might contact [company] support
2. For example with a car rental company, maybe they were incorrectly accessed damage, or their car broke down or had an issue like the AC broke. An airline might be contacted because of flight delays or cancelations, etc. A pizza company may be contacted because the order was incorrect, or did not show up.
3. **DO RESEARCH – use the techniques listed at the beginning of this template**

💡 Think of something creative, adjust the H2 to your topic, and use a keyword variation if possible. The main idea here is to convey how the reader would find/do/solve their problem *on their own*. We use this to set up DoNotPay later in the article as a more efficient solution.

## H2: Get in Touch With [company] Customer Service Using DoNotPay

**DO NOT PLAGIARIZE:** When you have an issue with [company], you want the problem solved immediately. It can be infuriating when you have to dial the support number half a dozen times and spend hours on hold until you finally reach a support agent.

That's why we've developed the **Skip Waiting on Hold** product. **With DoNotPay, you won't have to waste time waiting on hold ever again!** DoNotPay can call any customer service phone number for you and wait on hold in your place. As soon as a support agent takes your call, DoNotPay will notify you, so you can explain the issue and get the answers you're looking for.

**Here's how to get started/Here's how you can use DoNotPay to skip [company's] phone queue:**

1. Open your web browser and sign up for DoNotPay.<p></p>

2. Type in Skip Waiting on Hold and select the product.<p></p>

3. Search for the company you'd like to call.<p></p>

4. Click on the name of the company and have us do the work for you.<p></p>

That's it! DoNotPay will let you know the instant someone picks up so you can talk to a customer support representative without having to spend a second waiting on hold.

 Here's the Notion link if you want to learn more about DoNotPay's Product for this problem:

<https://donotpay.notion.site/Skip-Waiting-on-Hold-fd8d72a696b14fc39d7ab9b562d4ed59>

## **H2: DoNotPay Can Help Resolve Customer Service Issues for Any Company! / DoNotPay can help you skip the phone queue at 10,000+ companies**

Experiencing issues with other companies as well? Don't worry! With DoNotPay, you're only a few steps away from getting in touch with most major companies in the world, regardless of the industry. We've shared a list of several leading companies DoNotPay can help you get in touch with below. Are you concerned because we didn't cover your desired company? If you can't find an article for the company you're looking for, don't worry — we most likely already offer a way to help you get in touch with them without waiting on hold.

## **H2: What else can DoNotPay do?**

Solving this problem is just one of many things DoNotPay can help your readers with. This H2 is an excellent opportunity to introduce the readers to other content series.

Some content series that you could link to include:

- <https://donotpay.com/learn/small-claims-court/>
- <https://donotpay.com/learn/dmv-appointments/>
- <https://donotpay.com/learn/help-with-bills/>
- <https://donotpay.com/learn/free-trials/>

- <https://donotpay.com/learn/missing-money/>
- <https://donotpay.com/learn/file-a-complaint/>
- <https://donotpay.com/learn/airline-flight-compensation/>
- <https://donotpay.com/learn/analyze-tos/>

The idea is to keep people interested even after they've solved the problem they had when they first found us, to ensure they stay subscribed to DoNotPay for as long as possible. The best way to do this is to introduce other features/products DoNotPay offers.

This doesn't need to be anything too fancy. You can simply list out what DoNotPay can do for them (bulleted list) and link each item in the list to the related category on the DoNotPay website.

**Keep this section short—maximum 100 words.** Feel free to mix and match the items in the list depending on the topic you're writing about, and make sure to rephrase the list items and switch up the list order between articles to avoid self-plagiarism.