



Live Chat Script Swipe File

50+ Ready-to-Use Scripts for Shopify Stores

WHAT'S INSIDE

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- 02 Lead Capture Scripts
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HOW TO USE THIS SWIPE FILE

1. Each script includes context on WHEN and WHY to use it - not just the words.
2. Replace all [brackets] with your store name, product, agent name, or customer name.
3. Scripts are starting points. Adapt the tone to match your brand voice.
4. Read the Pro Tip at the end of each section for implementation advice.

Chat. Smile. Buy.

WHY THIS MATTERS

Research shows you have fewer than 8 seconds to engage a visitor before they bounce. A generic 'How can I help you?' wastes that window. The most effective greetings are contextual - they reference what the visitor is doing, which signals that you are paying attention. Personalized greetings have been shown to increase chat engagement by up to 3x compared to static openers.

FOR FIRST-TIME VISITORS

Goal: build rapport and reduce friction quickly. Keep it light and inviting.

- ☐ Welcome to [Store Name]! I'm here to help you explore our [product category]. Is there something you've been looking for?
- ☐ Hi there! If this is your first visit, I can recommend our top-rated items or answer any questions before you get started.
- ☐ Good [morning/afternoon]! Looking for the perfect [product]? I can point you to our most-loved choices.

FOR RETURNING CUSTOMERS

Goal: acknowledge the relationship. Referencing past behaviour immediately builds trust.

- ☐ Welcome back, [Customer Name]! Last time you viewed [product category]. Would you like to see the newest arrivals?
- ☐ Hi [Customer Name], great to see you again. Ready to finish your order from last time, or exploring something new?
- ☐ Hello again! We have just restocked the items you viewed last month. Would you like me to send you a quick link?

FOR HIGH-INTENT BROWSERS

Goal: remove the final barrier to purchase. Answer the question before they ask it.

- ☐ I see you're checking out our [product name]. Would you like a quick comparison with similar best-sellers?
- ☐ That's one of our most popular picks. Can I share today's discount and bundle offers with you?
- ☐ Looks like you're exploring our premium range. Would you like to know about our extended warranty and free shipping?
- ☐ I noticed you've spent some time on [product category]. Would you like me to answer the top 3 questions customers usually ask before buying?

PRO TIP:

Trigger greetings based on behaviour, not just time-on-page. A visitor who has viewed the same product twice deserves a different message than a first-time homepage visitor. Set up separate triggers for each scenario in your chat platform.

CHATTY IN ACTION

Chatty automatically detects returning customers, browsing history, and cart status - so every greeting is personalized without any manual setup.

WHY THIS MATTERS

Customers resist sharing contact details when the request feels transactional. The key is to frame the ask as doing them a favour, not collecting data for your CRM. When the incentive is specific and immediately relevant (a sale they care about, stock they are watching), opt-in rates are significantly higher. Vague offers like 'subscribe for updates' convert poorly.

DISCOUNT AND INCENTIVE

Works best when tied to a specific, real event - a sale, a restock, a launch.

- ☐ We've got a private sale starting Thursday. Want me to make sure you're on the invite list?
- ☐ I can give you early access to our next sale. What's the best email to send the invite to?
- ☐ There's a secret page with today's best offers. Want me to send you the link so you can have a peek?

ORDER AND STOCK UPDATES

Creates urgency without pressure. Positions you as helpful, not salesy.

- ☐ That [product] is in high demand. I can make sure you get a heads-up before it sells out again. Shall I let you know?
- ☐ If you'd like, I can set aside one of these for you and send a quick confirmation when it's ready.

PERSONALIZED RECOMMENDATIONS

Customers love curation. Offering a personalized shortlist justifies the email ask.

- ☐ I can put together a personalized shortlist of products for you. Where should I send it?
- ☐ Want me to email you a comparison chart of the items you viewed today?

LOYALTY AND VIP ACCESS

Exclusivity is a powerful motivator. Position your list as a club, not a mailing list.

- ☐ Join our VIP list for member-only deals and product launches. What's the best email for you?
- ☐ We send our insiders first dibs on new arrivals before they hit the site. Should I add you to the list?
- ☐ Be the first to know about our upcoming collection. What's the best way to reach you?

PRO TIP:

Timing matters as much as the offer. Asking for an email at the very start of a conversation feels pushy. Wait until the customer has expressed clear interest - viewed a product, asked a question, or added to cart - before introducing a lead capture prompt.

CHATTY IN ACTION

Chatty can trigger lead capture messages at the right moment automatically - after a product view, after a cart add, or when a visitor is about to exit.

WHY THIS MATTERS

A customer who has a problem solved well is often more loyal than one who never had a problem at all. The critical factor is speed and tone - customers do not expect perfection, but they do expect to feel heard. Scripts in this category should always open with acknowledgment before moving to solutions. Jumping straight to a fix without empathy reads as dismissive.

TECHNICAL ISSUES

Be calm and structured. Guide them step by step - never make them feel blamed for the issue.

- ☐ Hi [Customer Name], I'm here to help. Could you describe what's happening so we can get it fixed?
- ☐ Let's sort this out together. Can you share the steps you took before the error appeared?
- ☐ Thanks for letting me know. Could you send a quick screenshot so I can see exactly what you see?
- ☐ I think I know how to fix this. May I guide you through a couple of quick checks?
- ☐ I'll pass this to our tech team right now and keep you posted on progress. Shall we do that?

PRODUCT TROUBLESHOOTING

Confidence is reassuring. Saying 'I've seen this before' reduces customer anxiety immediately.

- ☐ I can walk you through setting up your [product] so it works perfectly. Want to start now?
- ☐ Let's check a few settings together to make sure your [product] is running as it should.
- ☐ I can send you a short video guide that shows the exact fix. Would you like that?
- ☐ It might just be a simple adjustment. Can I confirm a few details to be sure?
- ☐ I've seen this issue before. The usual fix works in minutes. Shall we try it?

DE-ESCALATION

Never argue, never defend. Acknowledge first, always. The goal is to calm before you resolve.

- ☐ I'm sorry this has caused frustration. Let's see how we can make it right today.
- ☐ I understand this is disappointing. I'll do everything I can to get it resolved quickly.
- ☐ Thanks for telling me about this. Let's work together to find the best solution.
- ☐ I want to make sure you're happy with the outcome. Here's what I can do right now.
- ☐ I appreciate your patience while we fix this. I'll keep you updated at every step.

PRO TIP:

Use a 3-step structure for every support interaction: (1) Acknowledge - validate the feeling. (2) Clarify - ask one focused question to understand the issue. (3) Act - offer a concrete next step. Avoid asking multiple questions at once, as this overwhelms customers and delays resolution.

CHATTY IN ACTION

Chatty resolves support questions automatically using your product data and FAQs - with a 99.9% resolution rate for Stonehenge Health and zero human escalation needed for the majority of conversations.

WHY THIS MATTERS

Customers disengage when they feel sold to, but they respond warmly when they feel helped. The most effective sales scripts do not push - they remove uncertainty. A hesitant shopper is usually stuck on one unanswered question. Your job is to identify that question and answer it before being asked. Comparison scripts, in particular, work well because they give the customer control while gently moving them toward a decision.

PRODUCT COMPARISON

Use when a visitor is visibly comparing options. Offer to do the comparison for them.

- ☐ I can compare [Product A] and [Product B] side by side for you. Would you like to see the key differences?
- ☐ If you're choosing between these two, I can point out which features make each one stand out. Want me to share that?
- ☐ I noticed you're viewing [Product]. We have another option with similar features but at a better price. Interested?

UPSELLING

Frame the upgrade in terms of long-term value, not price. Always ask - never assume.

- ☐ We have a premium version of this product with an extended warranty and extra features. Would you like to take a look?
- ☐ If you're using this often, the upgraded model might save you more in the long run. Shall I show you how?
- ☐ There's a new release with faster performance and a longer lifespan. Want me to send you the details?

CROSS-SELLING

Position accessories as natural companions, not add-ons. Social proof strengthens these scripts significantly.

- ☐ Customers who bought this often added [Complementary Product] to get the best results. Would you like to see it?
- ☐ That [Product] works even better with [Accessory]. Can I show you how they pair together?
- ☐ Since you're getting [Product], we have a bundle that includes [Accessory] at a discounted price. Want me to share it?
- ☐ Many customers pair [Product] with [Complementary Product] to complete the set. Would you like to check it out?

PRO TIP:

When cross-selling, lead with the customer benefit, not the product. Instead of 'We also sell [accessory]', say 'Customers who bought this often add [accessory] because it [specific benefit].' The reason matters more than the product itself.

CHATTY IN ACTION

Montana West used Chatty's recommendation scripts to grow chat revenue by 171% and handle a 10x holiday traffic surge without adding a single support agent.

WHY THIS MATTERS

Most chat interactions end abruptly - the issue gets resolved and the conversation just stops. A deliberate closing creates a lasting positive impression and opens a natural door for future engagement. Follow-up scripts are especially powerful: a simple 'I'll check in on Thursday' sets an expectation that most competitors never fulfil - which makes you memorable by default.

CONFIRMING RESOLUTION

Never assume the customer is satisfied. Confirm explicitly before closing the chat.

- ☐ I'm glad we could get that sorted for you today. Is there anything else I can help you with before we wrap up?
- ☐ It sounds like everything is now working as it should. Would you like me to send a quick summary to your email?
- ☐ Thanks for giving me the chance to help. Just to confirm, is your order now updated the way you wanted?

POSITIVE CLOSE

End on warmth. A genuine, product-specific sign-off feels personal, not scripted.

- ☐ It was a pleasure assisting you today. I hope your new [product] works out perfectly for you.
- ☐ Thanks for chatting with us! Enjoy the rest of your day, and we hope to see you again soon.
- ☐ I'm happy we could sort that out. Keep an eye out for our next update. You might like what's coming.

FEEDBACK AND NEXT STEPS

Ask for feedback while the experience is fresh. Even a one-click rating gives you actionable data.

- ☐ Your feedback helps us improve. Would you mind sharing how your experience was today?
- ☐ If you have a moment, could you rate our chat? It really helps us know what we're doing right.
- ☐ I'll follow up with an email later this week to make sure everything is still going well. Is that okay?
- ☐ If you need help in the future, just start a chat here anytime. We're always happy to assist.

PRO TIP:

Always confirm resolution explicitly before closing. Customers sometimes stay quiet even when their issue is not fully resolved. A direct 'Is everything sorted to your satisfaction?' catches unresolved concerns before they turn into negative reviews.

CHATTY IN ACTION

Chatty can automatically trigger a satisfaction check after every resolved conversation and escalate to a human agent if the customer indicates the issue is unresolved.

Use this checklist to audit your current live chat setup. Check off what you have in place.

Greetings

- ☐ I have separate greeting scripts for first-time visitors, returning customers, and high-intent browsers.
- ☐ My greetings reference what the visitor is browsing - not just a generic 'How can I help?'
- ☐ Greeting triggers are set up based on behaviour (time on page, product viewed, cart status).

Lead Capture

- ☐ My lead capture scripts tie the ask to a specific, relevant offer - not just 'subscribe for updates'.
- ☐ I wait for clear buying intent before triggering a lead capture prompt.
- ☐ I have scripts for at least two lead capture scenarios (discount, stock alert, or VIP access).

Support

- ☐ My support scripts open with acknowledgment before moving to solutions.
- ☐ I have de-escalation scripts ready for frustrated customers.
- ☐ Agents follow a 3-step structure: Acknowledge, Clarify, Act.

Sales

- ☐ I have comparison scripts ready for visitors viewing multiple products.
- ☐ My cross-sell scripts lead with the customer benefit, not just the product name.
- ☐ Upsell prompts frame the upgrade as long-term value, not a higher price.

Closing

- ☐ I confirm resolution explicitly before closing every chat.
- ☐ I have a feedback request script ready for the end of every conversation.
- ☐ Agents are trained to personalise the sign-off with the specific product or issue discussed.

Want Chatty to handle all of this automatically?

Visit chatty.net to try it free on your Shopify store.

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