

CALL COACHING

FOCUS ON CUSTOMER SERVICE CALL CRITERIA

COVID-19 Support Series

Opening greeting is positive, friendly, and energetic

First impressions create lasting memories. It only takes seconds for someone to decide if they like you or not. These decisions are formed by their impressions of simple actions. Smile and offer a pleasant greeting and shine with your positive attitude to set the stage for each call.

CSR states own name/company name

Letting the customer know your name is a simple way to show them respect from the beginning. Instead of saying “This is Emily,” say “My name is Emily.” The change in words is little, but the impact large. It says, I’m confident and I’m ready to serve you.

CPNI Verification

CPNI gets a bad rap, but in today’s climate of data breaches it’s good for customers to know you’re proud of the efforts your company takes to make sure personal information remains confidential. Don’t shy away from asking for this information. This is a great time to be a little playful and inject humor into the conversation, especially during that awkward moment when the customer can’t remember their password or pin.

Use effective pace, volume, tone, grammar, and express empathy when appropriate

By tailoring your tone of voice for each caller, whether they’re happy or serious, in a hurry or relaxed, you’ll show that you understand their situation and that it matters to you. It’s a great way to give a personalized experience that’s sure to make your callers feel cared for and important. Plus, when callers have had a bad experience or unfortunate life event, this is the perfect time to show them you’re a human, not a robot. Slow down the pace of the call, lend an ear and let them speak, relate to them and offer your expression of empathy. If someone has passed away, offer your condolences by letting them know you’re sorry to hear this and offer a helping hand in whatever way you can.

Acknowledge/restate understanding of customer’s needs

Restating a customer’s need for calling is the best way to provide them the opportunity to correct us. After all, we don’t want to spend 10-minutes working on something that doesn’t interest or help them. When we paraphrase their words into our own, it illustrates that we are engaged in the conversation and actively listening as they speak.

Use “Please and Thank you”

“Please” and “thank you” are simple words, and yet it seems that many people don't use them enough. Basic etiquette is often missing in society, in both our personal lives as well as our professional ones. You can make yourself stand out by remembering your manners, treating people as respected individuals, and doing what others are unwilling to do.

Use customer's name or sir/ma'am

It's a fact - People love to hear their name being spoken. It makes them feel important and recognized. Calling customers by name enables you to start building a positive relationship founded on trust and mutual respect more quickly. When you forget or try to avoid using their name, the relationship becomes founded only on value exchanged and cost of the relationship, making it much shakier and less likely to last. If you didn't hear the customer's name or if they have a tricky name, be sure to ask them to repeat or pronounce it for you.

Use a sincere and heartfelt “Thank you for calling” in close

The last 30-seconds of a call is not the time to skimp on showing customers your gratitude for them choosing your company. This is like tying a bow on a present. A sincere “Thank you for allowing us the opportunity to serve you. On behalf of us all, we sincerely appreciate that you have chosen us as your service provider. I want to remind you that my name is Emily and along with the rest of the ABC Company, our team is ready to answer your call whenever you have a need. Have a wonderful day, Alison.” A closing statement similar to this can go a long way in making the customer feel very special, appreciated and cared for. What a great way to give your customer a virtual hug through the phone.