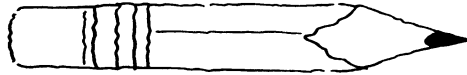


YOU AS A CUSTOMER

Answer yes or no to each of the following questions.

1. _____ Do you want and demand action?
2. _____ Are you very direct and to the point in your statements?
3. _____ Do you make it clear what you want?
4. _____ Do you lack patience?
5. _____ Do you tend to speak faster?
6. _____ Are you focused on results?
7. _____ Are you usually not interested in details?



COURTEOUS SERVICE

GREETINGS

Your greeting will set a tone for your interaction with a caller. It must be easily understood by the caller so he knows he has reached the correct department and company. Speaking clearly and slowly in your greeting is very important. Many companies prefer a standard greeting.

Some companies use a greeting that is appropriate for all time zones, such as:

“Thank you for calling ABC Company, this is _____. How may I help you?”

Other companies are local, so a greeting that includes the time of day is acceptable:

“Good morning. General Healthcare Clinic, this is _____. How may I help you?”

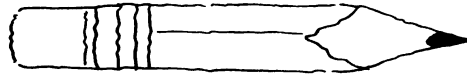
Write an acceptable greeting here:

PUTTING CALLERS ON HOLD

Whenever you need to put someone on hold, REMEMBER to always ask permission first:

“May I put you on hold?” or *“Are you able to hold?”* Wait for them to respond, *“OK.”*

Before transferring a call, it is important to ask enough questions to determine the caller’s need.



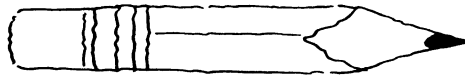
HOW WE COMMUNICATE

In everyday communication, we use both verbal and nonverbal communication.

Nonverbal – Take a moment and write down how we communicate nonverbally.

On the telephone, we lose nonverbal communication and must convey all of our message using our voices. Here are some tips that will make this communication more effective:

1. **Speak slowly enough to be understood.** Be cautious of the statements you must make repeatedly to callers. It is very easy to speak too rapidly in routine statements.
2. **Use verbal nods.** In normal communication, we nod to let the person speaking know that we have heard them. On the phone, the caller will not be able to detect a nod—so you must learn to give “verbal nods.” Use sounds or words like “OK,” “I see,” “All right,” “Uh-huh,” etc., to let the caller know you are with them.
3. **Put energy and a smile in your voice.** Take a breath before each call so you have new enthusiasm for each caller.
4. **Express yourself well.** Voice expression is something you control with the tone and pitch of your voice.



EXERCISE: STATEMENTS TO AVOID

Write a better response for each example below.

Situation 1: The customer has experienced a long hold time.

CSR: "I'm sorry about the long wait but we are really under-staffed."

Your response:

Situation 2: The customer is upset about a late charge.

CSR: "I understand how you must feel. Many of our customers have been upset over our new policy regarding late charges."

Your response:

Situation 3: The customer needs a technical explanation.

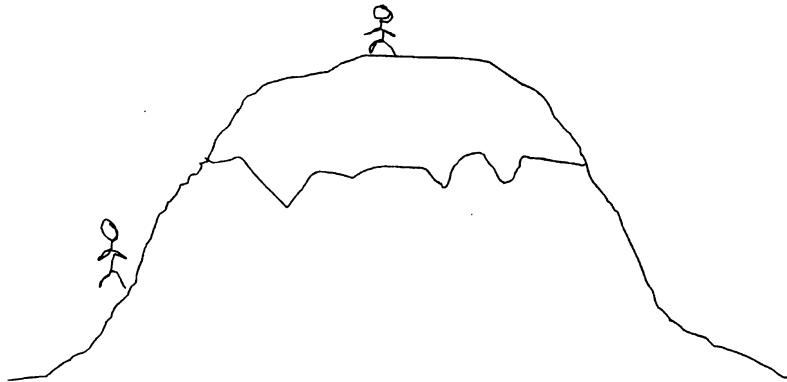
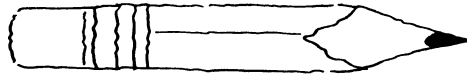
CSR: "I'm sorry, I can't answer all of your questions. We haven't been trained yet."

Your response:

Situation 4: The customer has been transferred to you by mistake.

CSR: "I don't know why tech support transferred you to me. They are always doing something stupid."

Your response:



ANGER MOUNTAIN

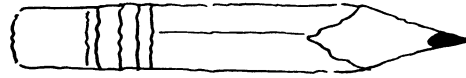
1. If you get the angry caller you “win the prize.” You must allow this caller to vent before you can resolve her issue.
2. When someone is angry, she must climb “anger mountain.” If you interrupt her climb she will go back to the bottom and start climbing again. Each time she starts again she builds momentum. (This is why these calls are called “escalated.”)
3. Your role is to listen while she vents (climbs the mountain). Use verbal “nods” like “I see,” “OK,” “Oh,” etc., so that she knows you are with her. Remain calm and courteous. She is not mad at you—she does not even know you. When she gets to the top of the mountain she will sigh.
4. Your next step is to apologize, but not for your company, for yourself, for your computer, or for another department. Those are excuses and do not fix anything. It only makes you and your company look inefficient. Apologize for the situation or for how she is feeling. Examples:

“I’m sorry you are having this problem”

or

“I’m sorry you are so upset”

5. Now you are ready to take action and solve the problem or transfer the caller to someone who can. If you must transfer the caller, prevent another climb by giving the person who receives the call a summary of the caller’s problem.



FACTORS THAT AFFECT MY ATTITUDE

1. PAST EXPERIENCE	2. SELF TALK
3. PHYSICAL AND MENTAL WELL-BEING	4. DESIRE TO BE POSITIVE
5. ENTHUSIASM FOR WORK	6. SELF AWARENESS
7. MOTIVATION TO PROVIDE QUALITY SERVICE	8. THE FUTURE
9. SELECTING A POSITIVE ATTITUDE	10. STRESS