



CUSTOMERCENTRIC...PART II (Phone) create value + loyalty through customer service

SEPTEMBER TELEPHONE WORKSHOP POINTERS

"THE MOST IMPORTANT THING IN COMMUNICATION IS TO HEAR WHAT ISN'T BEING SAID."

Peter F. Drucker, Management Expert, Author & Teacher (1909-2005)

- **The Golden Rule of Service:** Great service is something you do *with* and *for* customers...never to them!
- **Two Expectations from Telephone Customers:** 1. Respect and 2. Competence
- **Take-back Activity:** The next time you hang up after a call, ask yourself: 1. What memory did the voice on the other end of the line create for me? 2. Is this a memory I want to create for my customers?
- **Be noise conscious...**the telephone mouthpiece is like a microphone.
- **The Art of Transferring Calls:** If your main purpose is to transfer a call, use *"How may I direct your call,"* vs. *"How may I help you"*
- **FiveStar Factoids:** The average business person spends 27 hours on hold each year. 25-30% of callers will hang up if they feel the "hold" is too lengthy.
- **Voice Mail/Answering Machine Tip:** Give your name and number first. Slow down and repeat your number twice. This is the most critical information.
- **Telephone Time = Your Customer's Time + Your Company's Time + Your Time.**
- **An irate customer is telling you:** *"Pay attention to me because I Rate!"*
- **Chatty Cathy Tip:** To break away, simply state, *"Ma'am/Sir, I have taken up way too much of your time."* When they come up for air, reel them back in and close the call.
- **See your Voice:** Close your eyes and listen to your own voice during a business call. Picture the person who belongs to that voice. Is that person friendly, helpful, professional?
- **Proper Closing:** *"Is there anything else I can help you with?"* Or *"Have I answered all your questions today?"*
- **Telephone Messages:** 84% Tone of Voice and 16% Words.

**"If you talk to a man in a language he understands, that goes to his head.
If you talk to him in his language that goes to his heart." Nelson Mandela (1918-2013)**

NEVER ASSUME YOU UNDERSTAND – ASK QUESTIONS!

FIVE STAR
☆☆☆☆ Customer Service Strategies, LLC

Rita Suiter, Owner/Coach – 5starcss@bellsouth.net