

Welcome to: Telephone Courtesy & Customer Service



Learning Objectives

- Recognize the importance of providing high quality customer service
- Practice proper telephone techniques
- Improve listening and questioning skills to clarify customer needs
- Establish action plans to improve telephone skills and customer service

Agenda

Introduction	20 minutes
Module 1: Quality Customer Service	5 minutes
Module 2: Proper Telephone Skills	175 minutes
Module 3: Understanding Customer Needs	35 minutes
Module 4: Managing the Customer's Perception	35 minutes
Conclusion	10 minutes

Starting Well

1. Handling the Telephone
2. Mastering Voice Inflection
3. Using Your Best Voice
4. Addressing the Caller
5. Answering the Telephone
6. Practicing Effective Listening

Working Through the Call

7. Managing Objections
8. Learning the Art of Negotiation
9. Making the Service Follow-up Call
10. Asking Questions
11. Making the Outbound Service Call
12. Delivering Bad News

Putting It All Together

- 13. Managing Different Caller Behaviors
- 14. Managing Telephone Messages
- 15. Managing the Customer Callback
- 16. Avoiding Statements That Give the Wrong Impression
- 17. Managing Technology
- 18. Closing the Conversation

Voice Inflection Exercise

Ask participants to pair up and read this sentence to each other in a normal voice:

“Michael didn’t show up for work this morning.”

Now say it with a:

- Surprised voice
- Casual tone
- Secretive voice
- Questioning voice

Voice Projection

- Energy
- Rate of speech
- Pitch
- Quality

Addressing the Caller

The seven basic ways to address the caller:

1. Mr.
2. Miss
3. First Name
4. Ms.
5. Sir
6. Mrs.
7. Ma'am

The Basics

- Use four telephone courtesies:
 - Greet the caller
 - State your organization or department
 - Introduce yourself
 - Offer your help
- Be enthusiastic
- Use friendly phrases
- Smile!

Callers Usually...

- Make statements
- Offer objections
- Ask questions

How to Improve Your Listening

1. Listen for statements, objections, and questions.
2. Take notes.
3. When in doubt, ask questions.
4. Focus on conversation.
5. Use confirming statements.
6. During long conversations, ask questions.

Kwong's Negotiation

- Review pages 26-27.
- Complete the response on page 27.
- Review pages 28-29.
- Take turns practicing negotiating as Kwong on page 28.
 - When you are the customer, follow the script.
 - When you are Kwong, try to use the skills learned rather than reading Kwong's script.

Making Action Plans for Outbound Calls

1. Greet the customer.
2. Introduce yourself.
3. State the purpose of the call.
4. Deliver your message in a friendly way.
5. State any customer benefit.
6. Ask for agreement.

Exercise: Managing Different Callers

Prepare to share with the group:

- Overview of your caller type
- Some of the tips suggested for responding to this type of caller
- Your situation
- Your response to the questions

Using Voice Mail

- Don't stop answering the phone.
- Return calls promptly.
- Update messages frequently.
- Forward calls if necessary.
- Read the system manual.
- Prioritize messages.

Closing the Conversation

- Thank the customer for calling.
- State appreciation for business.
- Assure that promises will be fulfilled.
- Leave the customer with a positive feeling.