

STUDY GUIDE



KANTOLA Productions LLC

CUSTOMER SERVICE THE TELEPHONE CONNECTION



have to keep repeating themselves—and they really don't like to have to do that! (In fact, this is a common pet peeve.)

When a call gets transferred to you, get the caller's information from your coworker—again so your customers do not have to repeat themselves. If you can, use their name when you first speak to them. Thank them for holding and let them know you have been filled in on the reason for their call.

If your company has contact management software, check the customer's history. There you should find details of past calls. Customers are usually quite impressed when you know about their previous contacts with your organization. Plus, this knowledge can help you handle their needs more quickly and efficiently—and provide resources if you need to get further information from coworkers who dealt with this customer in the past.

One last point about telephone courtesy: customers feel more comfortable with you and your company if you acknowledge their individuality by matching their style. This means recognizing how they want the interaction to take place. If they seem to be in a hurry, help them as quickly as you can. If they offer a few pleasantries, respond briefly with general comments of your own (as time allows). Amiable callers want to connect as a person. Analytical callers want facts and figures. Try to get a sense of the person on the other end of the call and respond in kind. This shows you value them as a person and you are making an effort to interact with them in the way most comfortable for them.