



GREETINGS

THE DOORWAY TO A GREAT CUSTOMER
EXPERIENCE

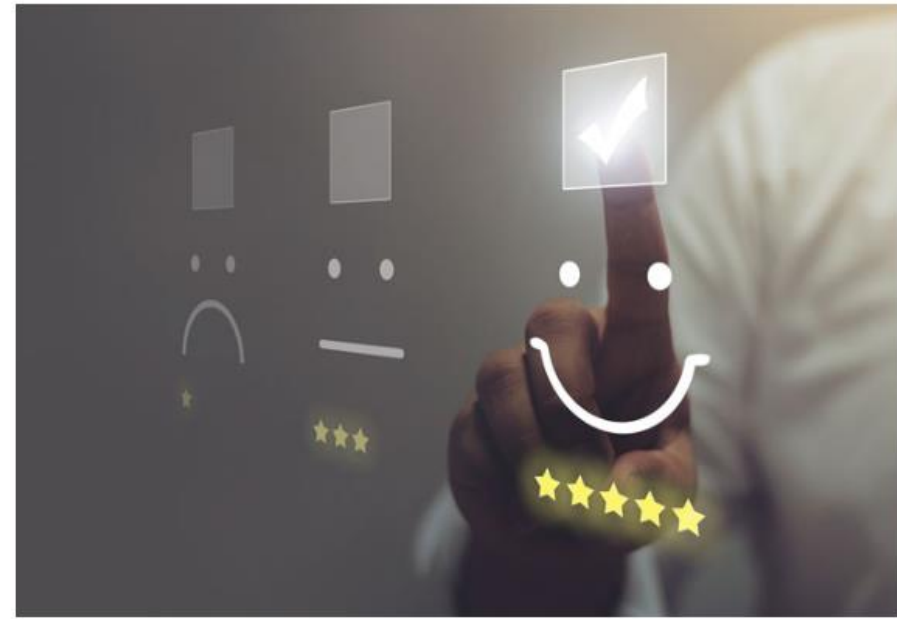
An illustration of three black stick figures using mallets to break large, light-colored ice blocks. The scene is set against a dark teal background with small white specks, suggesting a snowy or icy environment. The figures are positioned around the ice, with one in the center and two on either side, all actively engaged in the task.

ICEBREAKER

DOES THIS GET YOU ATTENTION IN THE FIRST 30 SECONDS?

MAKE A GOOD FIRST IMPRESSION USING A CALL CENTER

Call centers are most commonly used to satisfy customer service needs. Because of this, it's important to know what customers want and expect when they are dealing with a call center. From the first impression to resolution, knowing what's expected is a great way to ensure customers are satisfied.



PROFESSIONALISM AND FRIENDLINESS

Work can be a grind sometimes. We can all admit there are some days when we just aren't feeling it. No matter a mood or how a day is going, outside factors can't be allowed to negatively affect a representative's handling of a customer. When someone is speaking to a call center representative, first and foremost they are expecting to be treated with respect. Additionally, they are hoping to hold a conversation with an informed individual. We're not saying call centers have to be overjoyed to speak to each and every person on the phone, but knowledge, respect and a smile tends to translate well over the phone.

A GOOD FIRST IMPRESSION

Piggybacking off friendliness, a good first impression has come to be expected by customers. Manners through the phone are key to good interactions. **Call center representatives** must be polite and lead the call, even if the customer is angered or frustrated. Calls are often won or lost in the first 30 seconds, making the first impression that much more crucial. A good first impression to a customer can be as simple as acknowledging the caller and signaling that you are in control of the call and willing to help.

THE PROFESSIONAL TELEPHONE GREETING



When someone calls our organization, it's an opportunity to create a positive **FIRST IMPRESSION**

And how the phone is answered can say **A LOT** about our business.



1. Warm Welcome

2. Name of your
Organisation

3. Your Name

SUCCESSFULLY SPEAKING

BE READY, SMILE WHEN YOU ANSWER



5 STAR CX 2.0

#1 GREETING OUR
SUPER BUSINESS
CUSTOMERS

Suggested Acceptable Greetings	No Longer Acceptable Greetings
Hello, thank you for calling Super Business, this is _____, how can I help you?	Super Business, this is _____, can I have your lead ID?
Hello, thank you for calling Super Reschedules, this is _____, how can I help you?	
Hello, we're having a great day at Super, this is _____, how can I help you?	Super Reschedules, this is _____, may I have your Order ID?
Welcome to Super Business, you're speaking with _____ how can I assist you today?	

Empathy/Ownership Statements	No Longer Acceptable Empathy Statements
I'm so sorry to hear you've had that experience, I'm going to do my best to help you, may I have your order ID?	Ok...(followed by silence)
Wow, that sounds terrible, we definitely did not want you to have that experience, I'm ready to assist, can I please verify your information so I can locate your account? Do you have your order ID?	Unfortunately, this is the best I can do.

Transition Statements	No Longer Acceptable Transitions
I'm happy to assist, may I please have your Order ID?	Uh huh, I need your order ID; I can't do anything until I have your order ID
I can help with that; can I get some information to locate your account?	So what are you calling for?

Probing (No Order ID)	No Longer Acceptable Responses
No problem, I can probably locate your account using your phone number. May I have your phone number?	You should have a order ID; I need a order ID to find your account.
No worries, I can find your account using other information, let's start with your phone number?	Ok, can I have your phone number then?
That's ok, I can find your account. May I please have your business phone number?	

Expectations

- Begin using approved greeting structure IMMEDIATELY
- Begin using approved empathy/ownership statements IMMEDIATELY
- Begin using approved transition statements IMMEDIATELY
- Probe for additional information when necessary
- SMILE when you talk, your customer can “hear” your smile

Call Quality Auditors will be listening for approved greetings, ownership/empathy statements, transitions and probing. There will be a 30day grace period for audits. After the grace period points can be lost for not using proper greetings, ownership/empathy statements, transitions and probing.