

## CALL CENTRE RULES EXERCISE

Place a ✓ besides the ones that you already implement, a \* by the ones that you should implement and a x by ones that are not relevant.

### THE GOLDEN RULES

1. Answer the phone promptly.
2. Always talk with your head held up.
3. Do not cup the phone in your neck.
4. Do not slouch in your chair.
5. Stand up if you want to sound more authoritative.
6. Speak slowly and clearly especially when you introduce yourself and your company.
7. Never interrupt.
8. Listen carefully to the customer.
9. When listening make up for the fact that the customer cannot see you e.g. when listening to a long sentence use Hmm, OK, Yes, Right at appropriate moments.
10. Do not jump to conclusions.
11. When providing complex information, regulate the pace that you speak, also use small pauses when necessary.
12. Avoid the use of jargon, unless you are speaking to a specialist.
13. Tell customers what you CAN do, not what you cannot do. E.g. Provide alternatives or state when you can meet their request.
14. Always inform the caller of anything you are doing outside of the phone.
15. Provide an explanation if you are going to leave the phone for any reason.
16. When putting customers on hold – always ask permission.
17. Never leave the caller on hold for long periods of time.
18. If they are on hold and you are taking longer than anticipated, go back to the customer to inform them.
19. If the person the caller wants to speak to is not available, offer the customer the choice – to take a message or to get relevant person to call the customer.
20. If you have to call back: Always state a time frame that you will return the call.
21. Never use the term “as soon as possible”, always quantify, such as by the end of the day.
22. Ask when a convenient time is.
23. And give yourself ample time to get information.
24. And always call back within the time you stated.
25. And if the customer is unavailable, evidence your call with a message.
26. And when you do not have all the information within the time frame given, call the customer back to keep them informed.
27. Explain if you have to return a callers call.
28. Do not have 2 conversations at the same time.
29. Take pleasure in dealing with calls – customers can tell.
30. Give a positive reason if you are going to transfer a call.