

## Training & Development

### Telephone Training



# Training & Development

## Session Overview

- **Session Objectives**
- **Why it's important**
- **How the client judges telephone calls**
- **Tone - What can you hear, Pitch, Posture, Conclusion**
- **Empathy**
- **Structure of a call**
- **Wrap Up**

# Training & Development

## Session Objectives

At the end of this session you will be:

- Able to explain the importance of having a good structured telephone manner.
- Able to explain the essential components of delivering excellent client service via the telephone.
- Able to explain the different subtleties of tone and the importance of communicating the correct tone and demonstrate different tonal nuances.
- Able to explain the importance of posture to the call process and demonstrate what good posture looks like.
- Able to explain the importance of empathy and how it can impact a call both positively and negatively.
- Able to explain and demonstrate the structure of a good telephone call.



## Training & Development

Why it's important?

**'You never get a second chance to make a first impression' - Oscar Wilde**

**Every call is an opportunity to enhance customer relations, your image and the reputation of the company.**

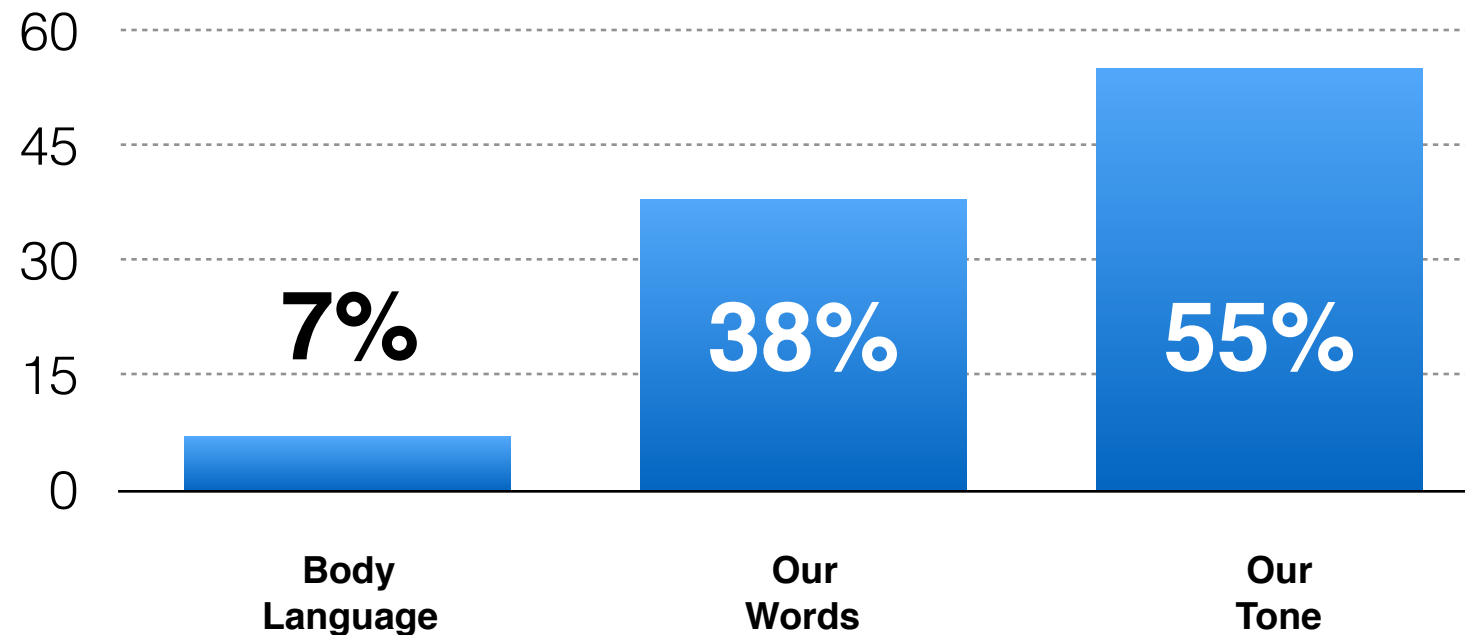


**Our emphasis is on providing excellent customer service. A single phone call can confirm this view or ruin it.**

**If a customer has been let down or suffered bad service, it can take a long time to regain their trust and may lead to a loss of business. An unhappy client is likely to tell at least a dozen people about their poor service. A happy person is likely to tell just one or two.**

## Training & Development

### How the client judges telephone calls



- When people meet face to face body language tends to dictate people's judgement. Over the phone it's our tone.
- **FACT:** most people make a decision about 'what sort of service they are getting' in the first ten seconds of their call.
- If ID&V is required we must ensure that our processes are completed in a quick and efficient manner.
- Having satisfied clients with our telephone service will bring greater value to our business.

# Training & Development

## Active Listening

Active Listening - Listening with all your senses (using your senses in proportion - 2 ears and 1 mouth)

Listen carefully. Resist multi-tasking and concentrate on what is being said.

Don't interrupt. Wait for a pause before asking clarifying questions.

Ensure that your questions are relevant to aid your understanding and are easy for your client to understand (avoid jargon where possible).

Summarise the query before addressing it head on.



## Training & Development

### TONE - What can you hear?



- **Boredom**
- **Frustration**
- **Apathy**
- **Anger**
- **Poor training**
- **Lack of attention**
- **Exasperation**

- **Enthusiasm**
- **Professionalism**
- **Sincerity**
- **Interest**
- **Concern**
- **Empathy**
- **Friendly**

- Consider your own experiences of dialling a company and being greeted by a less than enthusiastic voice.
- Within a few seconds you will subconsciously conclude that the representative doesn't want to help you.
- In turn you will then question whether or not you are a valued client of the company.

# Training & Development

## Tone - Pitch

### Slow and Low

Communicates an almost depressive attitude that you want to be left alone.

There will be no tonal emphasis in your voice, it will sound apathetic to the client.

The client can hear this and it reflects badly on both you and the company.

### Monotone & Flat

Communicates a disinterested attitude. Almost as if you are bored and have no interest in helping the client with their query.

Like slow and low there will be non tonal emphasis in your voice, so it will not inspire confidence in the client.

Again, this reflects badly on both you and the company.

### Emphatic

Communicates enthusiasm and a desire to help. The client recognises your interest and the call immediately becomes a more positive experience for the client and will yield significantly better results than either "Slow and Low" or "Monotone & Flat".

This is where you need to be in order to build a rapport that makes the client feel valued.



## Training & Development

### Tone - Posture



**Posture can have a big impact on our telephone tone.**

- **Gestures** - gesticulating with your arms can impact your voice and make you more stressed or angry.
- **Smiling** - smiling helps a voice sound friendly, warm and receptive.
- **Sitting straight** - this will boost your confidence and give you a warmer tone of voice.
- **Steady breathing** - breathe fully and calmly to relax your vocal cords and bring down your pitch. Avoid shallow breathing, this makes your voice sound strained.

## Training & Development

### Tone - Conclusion



- Give the call your full attention - don't multitask.
- Sit up straight and ensure you smile.
- Slightly exaggerate your tone - don't use a monotone voice.
- Take pride in your work - demonstrate passion.
- Keep calm - breathe normally.
- Keep background noise down it impacts calls.



## Training & Development

### Empathy

**Empathy is seeing a situation through a client's eyes. It is important to both the client and the business that the client feels valued. This is achieved through empathy.**

**Demonstrating empathy for the client's position is a simple skill that produces big results.**

**Clients want to feel understood, they want to feel comfortable, they want to feel valued and respected - they want to feel your empathy.**



## Training & Development

### Showing Empathy



- **Don't forget ID&V if required.**
- **Listen to the client.**
- **Be honest and sincere and build rapport with the client.**
- **Acknowledge concern and feedback - manage client expectations.**
- **Double check client details back.**
- **Take ownership of the client's query and keep your promises, keep the client updated on any changes.**
- **Resolve the client's query quickly and efficiently.**
- **Keep calm but use your tone of voice to show urgency.**
- **Sign off the call in a professional friendly way - thank the client for their patience.**
- **Ask the client if there is anything else you can do at the end of the call.**

## Training & Development

Active Listening + Tone + Empathy = Excellent Client Service

### Active Listening

Remember, you are the one being called - the quicker you can understand why, the smoother the resolution will be.

Give your full attention to the call, don't multi-task, repeat back the key points to the client.

If in doubt ask for clarification on anything you are not sure about, the client won't mind.

### Tone

Your tone will reinforce or damage the client's image of yourself and the company.

Your tone is easily changed through your posture, sit up straight and smile.

Don't use a monotone. Infuse some passion into your service, the client will appreciate it.

### Empathy

Being able to empathise with the client can yield great results.

Simple techniques like seeing yourself in the client's position, being respectful and building a rapport makes the client feel valued.

An effective technique is to mirror the client's tone but be careful, the client may be angry and it wouldn't be good to mirror that.



## Training & Development

### Structure of a call



#### Acknowledge the call

Use a professional opening - set a good impression with a bright tone, complete ID&V (if required).

“Good morning XYZ company, Jill speaking, how can I help you today?”



#### Build the call

Listen and empathise.

Build rapport and a relationship, clarify the query and mirror the client's tone appropriately.



#### Close the call

Manage the client's expectations and ensure that you keep your promises.

Ensure that you have fully resolved the client's query before signing off in a friendly, positive manner.

“Thank you for calling Mr Smith, have a good evening”.



# Training & Development

## Wrap Up

TRAINER TO DELIVER APPROPRIATE MESSAGES FOR  
THE ORGANISATION.