

# Phone Based Customer Service

Presented by  
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# PHONE BASED CUSTOMER SERVICE

Topics of  
Discussion



## TOPIC'S COVERED

- PHONE GREETINGS & FIRST IMPRESSIONS
- CREATING PERSONAL CONNECTIONS
- HOW TO FILL DEAD AIR
- HOLDS AND TRANSFERS
- HAVING A MEANINGFUL CONVERSATION



## FIRST IMPRESSIONS

How you begin your conversation is the first impression you will have with the customer. Many people sound robotic or bored which gives a negative impression to the customer.

## BODY LANGUAGE

Body language influences our tone of voice. If we look tired and bored, we'll probably sound that way. Imagine the customer can see you. Sit up straight, focus on your customer and smile.

# GREETINGS OVER THE PHONE

Making a good  
first impression





### 3 ELEMENTS TO A GOOD GREETING:

#### 1. AN INVITING OPENING LINE

Starting the conversation with a greeting such as "Good Morning" or "thank you for calling Customer service at Frontier" develops an inviting way to start a conversation.

#### 2. USING NAMES

Develop an early connection by using names at the beginning of the conversation. "Hello Anna" or "Good morning, my name is.." begins to build a positive association.

#### 3. OFFERING ASSISTANCE

Make yourself available to them right away i.e. "how can I help you today?"

#### EXAMPLE OF A GOOD GREETING:

*"Good Morning, Anna, this is \_\_\_ from Frontier. Thank you for calling customer service, how may I help you today?"*

# GREETINGS OVER THE PHONE

Making a good first impression



# CREATING PERSONAL CONNECTIONS

Using the customer's name

## USING THE CUSTOMER'S NAME

Calling a customer by name immediately makes the call feel a little more personal. Try using it a few times **throughout the conversation.**

You can use it when you provide a solution -"*I apologize for the problem Anna*"



## ASKING QUESTIONS

The best questions create a personal connection, but also uncover an opportunity to serve.

### Geography Related Questions:

We serve customers from all over the country. You can develop a rapport by knowing about the place your customer is located.

Comment about their **local sports team, a recent storm, or something that makes their area special.** It's important to stay away from anything controversial. Remember, the goal is to develop rapport, not make the customer feel bad.



## WHAT IS DEAD AIR?

Dead air is the common name for periods of silence during a customer-advisor interaction. It *can be* a damaging part of the rapport-building process. An example of dead air would be when the conversation goes silent as we enter something into our computer or we wait on our computer system to catch up.

# DEAD AIR

What is dead  
air?



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## WAYS TO FILL THE DEAD AIR SILENCES

### 1. EXPLAIN WHAT'S GOING ON:

For example, try saying something such as: *"**Bear with me just a moment. I'm adding some notes to our computer system so I can take care of this for you.**"*

### 2. CREATE A PERSONAL CONNECTION:

Try filling the dead air by asking the customers questions that **break the ice** as previously discussed. These silences provide a good opportunity to use your understanding of their **geographical location** to help develop the relationship.

### 3. GATHER INFORMATION:

This is also a good time to gather additional information that you'll need later in the call. For example you could say: *"**While we're waiting on my computer to process that, I'd like to ask you a few questions**".*

# DEAD AIR

Filling the  
awkward silences

# HOLDS AND TRANSFERS

Letting the customer know



## TRANSFERRING A PHONE CALL OR PUTTING SOMEONE ON HOLD

As the customer, it can be frustrating to be put on hold or get transferred to someone else and have to repeat your problem all over again. Always try to avoid transfers when possible. Sometimes, however, you won't have the answer to a customer's unique question or the solution to their problem. Putting them on a temporary hold or transferring them to someone else at Frontier is unavoidable.

## EXPLAIN WHY YOU'RE PUTTING YOUR CUSTOMER ON HOLD OR TRANSFERRING THEM

Let them know that you don't have the solution right now, but that you will either:

1. Put them on a brief hold while you ask someone who knows.
2. Transfer them to someone who is better suited to assist them on the specific matter.



# HOLDS AND TRANSFERS

Asking permission and warm transfers

## ALWAYS ASK PERMISSION

Don't just put someone on hold or transfer them without their knowledge, let them know prior to doing so. For example, try saying something like: ***"I need to check with my coworker to find the answer. May I place you on a brief hold?"***

## WARM TRANSFERS

Always try to do a warm transfer when possible. A warm transfer is when you transfer the customer to a specific person in the organization. After you've told the customer the reason for the transfer and asked their permission to do so, let them know the name of the person they will be connected with. For example, try saying: ***"Hi Bill, I've got my coworker Mario on the phone. He's an expert in this area and can help you out. Please hold just a moment and I'll transfer you to him"***

Of course, there are situations where a warm transfer won't work. If this is the case, do your best to explain to the customer what department you're transferring them to and why.



## **KEEP THE CONVERSATION SHORT**

Short, concise questions provide a better avenue to gain valuable information. Sometimes a customer can bring up a topic that you're really passionate about. You might be tempted to engage in a long conversation, but you should instead, quickly acknowledge the topic and keep the call moving.

## **LISTEN**

Another call control technique to ensure a meaningful phone call is to listen to your customer without interruption. Make sure you're finding the solutions to the questions they're *actually* inquiring about.

## **SPEAK SLOWLY**

It's a good idea to speak clear and slowly to avoid any miscommunication. This is especially true when sharing information such as an order confirmation number. Talking slowly makes it easier for your customer to hear and understand you, which makes it less likely that you'll have to repeat the information.

# HAVING A MEANINGFUL PHONE CALL

Final tips to stay in control



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