

Positive vs. negative language

Instead of saying or doing...

say or do...

Right, OK	Certainly Appropriate acknowledgement if customer is not happy. Example: "I understand your concern. I'm sorry you experienced that"
Can't Unfortunately I'm afraid	What can I suggest/do
What's your problem	How can I help you? Lets look at the situation
I can't promise/guarantee	Suggest alternatives and workarounds What I will do
Nothing I can do	Let me look into this
I'm new here I don't know	I will speak to [team name] expert
I will try Probably Maybe	I will Certainly
You should have	Can I suggest [x] to prevent this happening in the future
As soon as possible Shortly Soon	Keep customer informed Agree time frame Set expectation. Probe to establish urgency
I will call you back straight away I don't know I can't help you with this	I will call you back at [time], OK? How long will you be at your desk? What number is best to call you on? Let me take this away & talk to our [team member] expert I/they will call you back at [time]. Agree convenient time
No problem No worries	My pleasure You're welcome
Jargon	Check knowledge of customer. Use simple English
Silence	Keep them informed

Call-standards

3 rings

Greeting – “Good morning ABC, Penny speaking, how may I help you” (tone, speed clarity, energy also measured)

Acknowledgement – Acknowledge customers situation – for example; “Certainly I can help”, “I am sorry you have experienced” Exchange names – “Can I ask who is calling” before obtaining name/number

Benefit statement before questioning; “In order to be able to help you can I ask” Question to establish full need/order

Listening noises - throughout

Clarifying/Confirming where appropriate

Use customers name up to three times during call – Beginning, during and at the end

Solution – always state the way forward. The customer should not have to ask when delivery is taking place

Ask; “Is there anything else I can help you with” Cross sell when ever possible if appropriate

Closing – Thank the customer and use their name