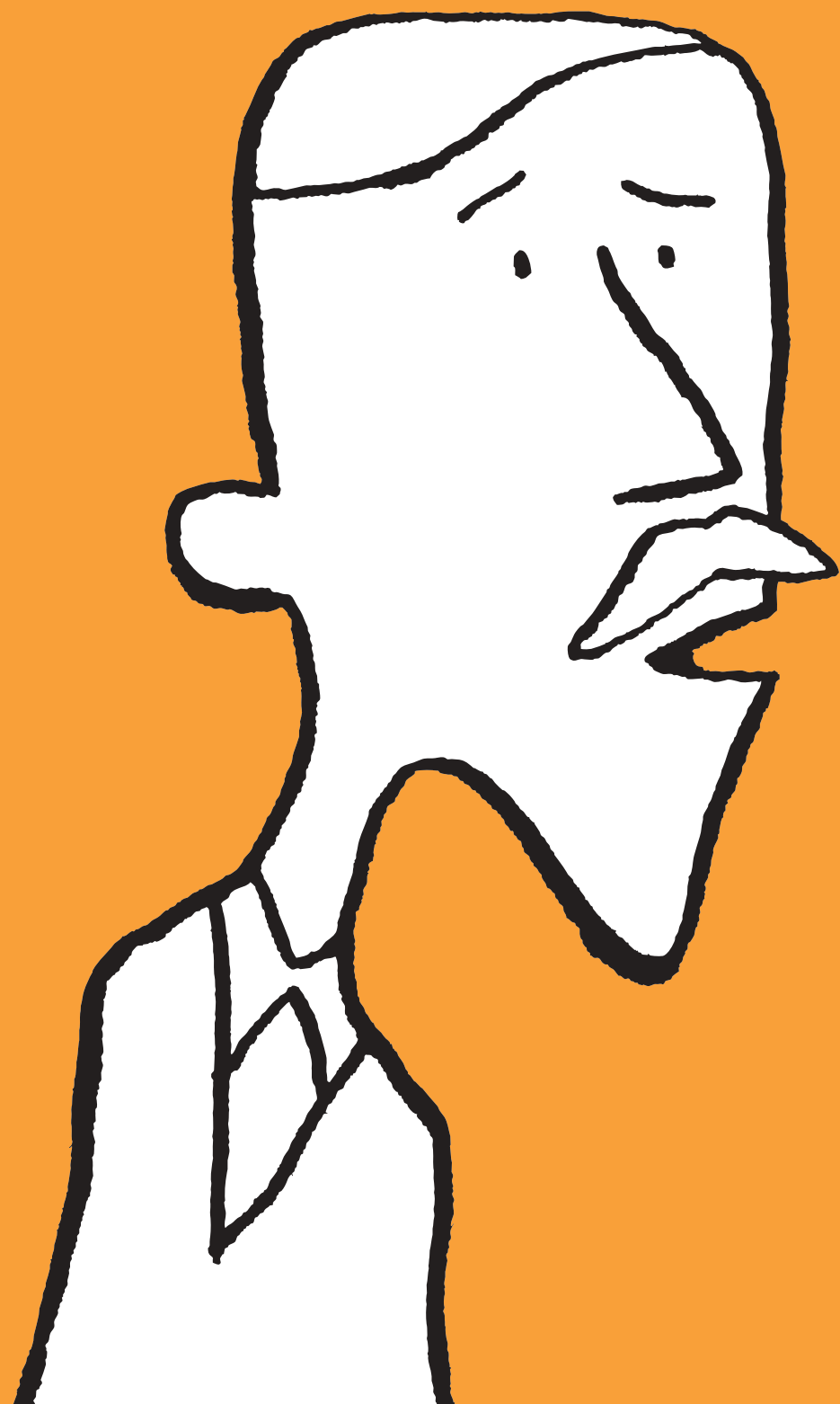




of course
I can call
back later,
I just love
using my
new
phone

Just like us,
our customers are only human...
They love it when we can sort
everything out in one phonecall.
If you need to phone them back,
arrange a time that's convenient
for them.





Can
you put
me on
hold again
please?
I really
like the
music

Just like us,
our customers are only human...
The Sound of Music... a pretty
dodgy film but the music is even
worse on the phone! If you can't
avoid putting a caller on hold,
explain why, sound apologetic
and tell them you won't be a mo'.





Just like us,
our customers are only human...
You can't know everything, but
people like to feel that their call
has been worthwhile. If you don't
know the answer immediately,
offer to call back later with more
specific advice.





Just like us,
our customers are only human...
The car wouldn't start, it's
raining and you've got a stinking
headache. If you feel rubbish,
don't let your voice give you
away. Just pretend! People can
hear a smile – and by sounding
happy, you'll be surprised how
it can make you feel better.





No, really
I'm in no
hurry...
...just
take as
long as
you like

Just like us,
our customers are only human...
People love it when we deal
with their queries quickly.
Let them know what you're doing,
so they're not left wondering.





Just like us,
our customers are only human...
People don't like being passed
around but sometimes someone
else is in a better position to help.
If you have to transfer a customer,
let them know who they need
to speak to and why.





Just like us,
our customers are only human...
Tell it like it is. It's much better
to be straight with people than
bend the truth and disappoint
them. If it's going to take a week,
don't say two days!





Just like us,
our customers are only human...
It's hard sometimes – the systems
don't always behave and things
can take longer than you think.
It's best to let the customer know
what's going on and give them
an idea of when it'll be fixed.





Just like us,
our customers are only human...
We know you're busy and there
are loads of customers to talk
to, but you can still make them
smile by being friendly.





Just like us,
our customers are only human...
They love it when we solve their
problems quickly – be chatty
but keep to the point.





Just like us,
our customers are only human...
Remember when Mum said "no",
so you'd ask Dad? Well,
our customers try this old trick
to see if they can get a better
upgrade offer. We should pretend
we don't know what they're up
to, be consistent in what we say
and offer the same upgrade deal.



Just like us,
our customers are only human...
If you need more time to sort
out a customer's problem, explain
why, and be realistic about how
long it will take. People will usually
be satisfied if they feel you're
trying to deal with their problem
quickly and effectively.