



## INCREASING CUSTOMER COMMUNICATIONS

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### PARTICIPANT GUIDE 2

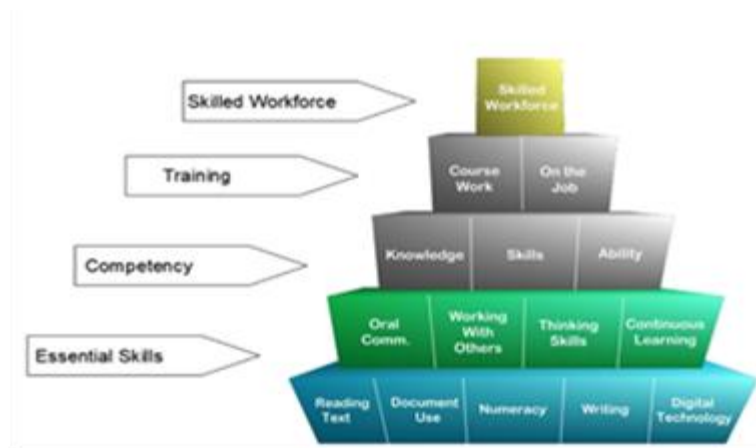
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## WHAT ARE ESSENTIAL SKILLS?



## TRAINING OBJECTIVES

How I will use these skills:

- Increase confidence with proper phone etiquette.
- Utilize effective communication with customers over the phone.
- Recognize communication styles and modify for the customer.
- Identify dos and don'ts of proper workplace phone conversation.
- Understand basic email etiquette in the workplace.

According to *Business News Daily*:

“Proper phone etiquette is crucial in the workplace. A client's first impression of your company is often over the phone. How you communicate with them might be the deciding factor in whether you gain or lose the customer.”

Good communication is a key ingredient to customer satisfaction, maintaining good customer relations and overall, a strong connection with your customers.

Communication over the phone can be more challenging because neither person can see body language. What becomes important then is to focus on the words we use, our tone, and overall professionalism to clearly convey the message.

Practicing as a team will ensure consistency throughout the organization on how to professionally speak with customers over the phone.

One way to ensure consistency is to have a routine. This does not mean that you do the same thing every time, but to learn certain rules, cues, etc. and to implement them with each of the calls that are taken or made from the business.

These routines can help us improve our professionalism with phone etiquette.

### 3 General Rules for Phone Etiquette

#### #1 Three Ring Rule:

Having 3 rings is an all-around rule but what it means is to answer the call as quickly as possible. If a customer must wait for you to pick up, they will more than likely hang up if there are more than 2 rings.

As best as you can, during work time, it is best to answer each call.

Overall, the Three Ring Rule can mean 2 things:

- **You answer the call fast.** you did not let the customer wait.
- **You get enough time to prepare.** Gives you enough time to prepare for the call, take a breath, remember your company rules/process, so when you do take that call, you put your best foot forward.

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#### #2 Speak Clearly.

Remember, when on the phone- your voice is the only thing that is connecting you to the customer at this point. Think of yourself as a top-notch radio presenter- you need to sound good and be “entertaining/positive”.

- Keep the tone of your voice as equal as possible throughout the entire phone call.

- Think of every phone call as the last one- meaning that the customer is left feeling satisfied. If they leave the conversation with feelings of bad service, they are likely going elsewhere.

### #3 Introduce Yourself Immediately

- Every time you answer a phone call, make your first words your introduction. This demonstrates professionalism and lets the caller know that they are speaking with the right person.
- Take the time to introduce yourself, your role, and the name of the company.
- Make sure that your introduction is clear and is understood.

Phone Etiquette Do's	
Do's	Benefit
<b>Be sensitive to the tone of your voice</b>	<ul style="list-style-type: none"> <li>• Equal tone and volume</li> <li>• Will allow you to have an “on the phone” mode.</li> <li>• Practicing an equal tone/volume will help with equal quality calls amongst all the customers</li> </ul>
<b>Use proper language</b>	<ul style="list-style-type: none"> <li>• Your language will portray who you are a person.</li> <li>• Keep your language professional.</li> <li>• Avoid using slang, casual language, or profanities.</li> <li>• Stay calm, use peaceful language if needed.</li> <li>• Three ring rules will help you prepare for the call.</li> </ul>
<b>Stay Positive and Cheerful.</b>	<ul style="list-style-type: none"> <li>• Smile when you are on the phone. Studies show that a smile is detectable through the phone. Smiling can make a detectable difference in the tone of your voice.</li> <li>• The caller is a person, just like you- with good days and bad.</li> <li>• Remain optimistic.</li> <li>• Your voice plays a key role- positivity can spread from one person to another.</li> </ul>

<p><b>Actively Listen and Take notes</b></p>	<ul style="list-style-type: none"> <li>• If you are unsure who exactly the caller is or what they need- ASK.</li> <li>• Jot down information: <ul style="list-style-type: none"> <li>○ name, number, and company</li> <li>○ understand exactly what they are asking or requesting.</li> </ul> </li> <li>• Actively listening will ensure that <b>you do not miss no important information.</b></li> <li>• Remaining active during the call helps you not drift away.</li> <li>• Distraction may cause you to miss a customer’s questions or concerns.</li> <li>• Taking notes is another key do that you should implement into answering phone calls more effectively.</li> <li>• Notes you take will help you focus on your customer’s main pain points to quickly resolve his or her issues.</li> </ul>
<p><b>Learn the hold button.</b></p>	<ul style="list-style-type: none"> <li>• Use the “Hold” button</li> <li>• Never put the phone to your chest to muffle the mouthpiece so you can speak among yourselves.</li> <li>• Clients may hear things you do not want them to hear.</li> </ul>
<p><b>Learn the transfer button.</b></p>	<ul style="list-style-type: none"> <li>• Learn how to transfer someone to another member of the team. Explain to the person if it will take you sometime to transfer to the team member.</li> <li>• Ask if you can place them on hold, or if they want you to take a message.</li> </ul>
<p><b>Keep customers informed.</b></p>	<ul style="list-style-type: none"> <li>• It is important to train your team on this.</li> <li>• It is important to give the client the list of what they are going to do, and a longer timeframe if necessary.</li> <li>• Giving a longer timeframe will help you if the time is shorter than the client was expecting. You will have a loyal customer at that point.</li> </ul>
<p><b>Learn how to handle angry and abusive people.</b></p>	<ul style="list-style-type: none"> <li>• First validate the client’s situation.</li> <li>• Use words such as “how awful”, “that sounds terribly upsetting” The client will feel understood.</li> <li>• Once the customer is quieter, you can begin to describe how you will solve the problem, using active listening.</li> </ul>
<p><b>Eliminate background noise.</b></p>	<ul style="list-style-type: none"> <li>• Background noise is extremely distracting and unprofessional.</li> <li>• To eliminate unwanted sounds, make sure you are in a quiet area, like a call box or private office, and do not use the speakerphone.</li> </ul>

Don'ts	
<b>Never interrupt.</b>	<ul style="list-style-type: none"> <li>• Do not interrupt a complaining customer.</li> <li>• listen to the whole problem, the whole story so the customer feels taken care of.</li> </ul>
<b>Do not Allow Interruptions</b>	<ul style="list-style-type: none"> <li>• Do not carry side conversations while talking to customers on the phone.</li> <li>• You can also inform all your colleagues not to interrupt you whenever you are on the phone..</li> <li>• <b>Find a quiet and peaceful place</b> where you can make and take calls with no interruptions at all.</li> </ul>
<b>Avoid using speaker phone when not necessary</b>	<ul style="list-style-type: none"> <li>• using speakerphone can be beneficial to use in certain cases only.</li> <li>• make sure you do not overuse it and</li> <li>• avoid it whenever you are in a loud space.</li> <li>• Phone etiquette states that speakerphone should not be used when making business calls.</li> <li>• If you need to use speakerphone- Find a quiet space with no echo and background noises.</li> </ul>
<b>Do not pretend you know the answer</b>	<ul style="list-style-type: none"> <li>• Admit you do not know the answer.</li> <li>• Put client on hold to find the answer. Thank the customer for waiting.</li> <li>• Transfer the call if you are able. Let the customer know you are transferring the caller to another person who will be able to help them. This lets the customer know they are being taken care of.</li> </ul>

## REFLECTION

What can you use in your practice? \_\_\_\_\_

Are there areas that you can improve? \_\_\_\_\_

Do you smile when you are on the phone? \_\_\_\_\_

# Time To Practice!!

## **inMotion Telephone Scripts for Answering and Providing Equal Representation for Services**

The following information is for first time callers wanting to book an appointment. Considering the patient knows what service they need, or they have been referred from a Dr. We should attempt to inform the caller that we have other services available as a means of promoting all services equally. Even if they do not require other services someone that they know or themselves later may take advantage of “other” services so is a great marketing opportunity.

### **The Call:**

Good morning/afternoon/evening CLINIC NAME part of the inMotion Network (Your Name) speaking.

Can I ask for your name please?     (Their name)    

Hi (Use their name) how can I help you? (They will explain why they are calling “the incident”)

Before we schedule you with the appropriate service, I want to assure you that your safety is our TOP priority and that all safety protocols are in place.

I am sorry to hear you are having pain / difficulties (or whatever word fits their incident). You have called the right place as we have treated many people with (Your problem or more specific “the incident”).

**What specific service are you inquiring about? We have several options for treatment including physiotherapy, athletic therapy, chiropractic, massage, and other services.** (Dietician, nursing foot care, occupational therapy, running form analysis, aquatic therapy). If you are wanting athletic therapy, please make sure you ask them to confirm insurance coverage.

They will answer you and you and the patient will decide what is best for them unless they have a specific service they want or a referral for same.

Our therapists are very experienced. The initial physio/athletic therapy appointment is approximately 45 mins to an hour. Chiropractic is approximately 30 minutes. All assessments are very thorough to determine your needs. You will also receive a treatment, a treatment plan and home exercises.

**Book the appointment** for the patient and always offer up 2 different times, if possible, for their initial appt. Remind them to come a few minutes earlier to complete some paperwork or better yet, **go to our website** “inmotionnetwork.ca” and go to “forms and surveys” and print or email the intake form once completed. to save some time. **(We promote our website as well this way.)**

Do you have any questions?

We look forward to helping you!

### **Notes:**

- If they are booking a massage, please do not go over the assessment part.
- Difference between AT and PT: If they ask you can provide the following info:
  - AT and PT are remarkably similar.
  - AT are more one to one treatment and heavily exercise based.
  - PTs treat neurological related conditions more than At

## 10 SIMPLE TIPS EMAIL ETTIQUETE

One good thing to remember is that every message you send is a chance to make a good impression with customers and with your work colleagues/supervisors.

1. **Know when to send an email.**
  - a. If you need a fast response from someone- phone them instead.
  - b. If you are emotional- walk away from the computer and wait before you reply. Sometimes it is best to give it 24hours before you give your full response, however, acknowledging the email with a simply, "Thank you for our email, I will get back to you within 24 hours" Ensures you respond timely, but gives you time to cool down and construct a non-emotional response.
2. **Make sure you have a solid/strong subject line.**
  - a. Grab the attention with a strong subject line.
  - b. Make it simple yet clear enough that the person receiving it can tell what the email is about.
3. **Watch your words.**
  - a. Words can instantly appease or upset someone. Choose your words carefully.
  - b. Avoid using the words "hey", "urgent".
4. **Write like an editor.**
  - a. Edit your email before sending.
  - b. Fix Bad grammar, spelling mistakes, or make sure you include an introduction and conclusion.
5. **Make sure you are sending the email to the right person.**
  - a. Pay attention when typing a name from your address book on the email's "To" line.
6. **Respond to group emails appropriately.**
  - a. If hit "reply all" make sure the email is relevant to the entire group.
  - b. If you do not, you may end up sending something you did not want others to know about.
7. **Avoid using abbreviations.**
  - a. **Simply put-** Using shortcuts such as "4 u" (instead of "for you"), "Gr8" (for great) in business email is not acceptable.
8. **Know your audience.**
  - a. Write for the person who will be reading the message. Adjust your style if they are polite and formal vs. informal and relaxed.
9. **Watch your tone.**
  - a. go out of your way to always be upbeat and polite.
10. **Signatures should be simple.**
  - a. Using an automatic signature for your email messages is encouraged. Your name, basic contact information, position, and maybe a website link is all you need.

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