

7 Call Handling Practices You Should Implement Today



What **practices** should your company be utilizing to ensure the best **customer service experience**?

Start Off Strong



Be friendly. Begin with a pleasant greeting such as “good morning” or “good afternoon.”

Identify yourself. Every greeting should contain your company name and your name, as well as the reason for your call.

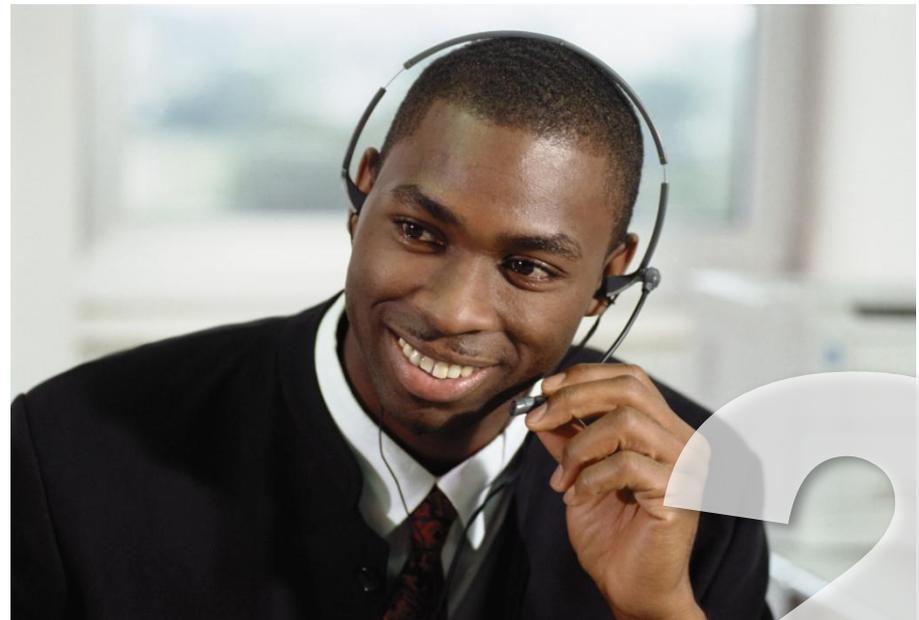
Be prepared and professional. Gather all materials you may need during calls. If possible, minimize background noises.

Clarify. Restate any questions the customer asks before answering to ensure they’re being answered properly.

Think Quality, Not Quantity

The brain can only hang onto 20-30 seconds of information at any given time, so make sure you only deliver the most important information.¹ Pause occasionally so the customer can absorb the information and form a response.

After asking in-depth questions and learning about their business, use that information to **tailor the best-fitting product or solution** instead of giving them a rundown of everything you have to offer.



¹ Handbook of Educational Theories

Use Holds Sparingly

If you have to put a customer on hold, follow these tips:

Don't put a customer on hold **more than once** during a phone call.

Don't leave them on hold for longer than a minute or two.

If needed, **call them back**, but never ask them to call you back. A survey found that **63 percent** of customers preferred a callback.²



² <https://www.softwareadvice.com/resources/3-ways-to-offer-callback/>



Get Friendly

One of the most important factors of your call is gathering the customer's information so you can **store it in your company's CRM** and properly follow up with them. The information you gather on the first call will prepare you for the next call, and that effort won't go unnoticed.

Build rapport and make your customers feel like you know them. Your customers will appreciate that you took the time to remember them individually.

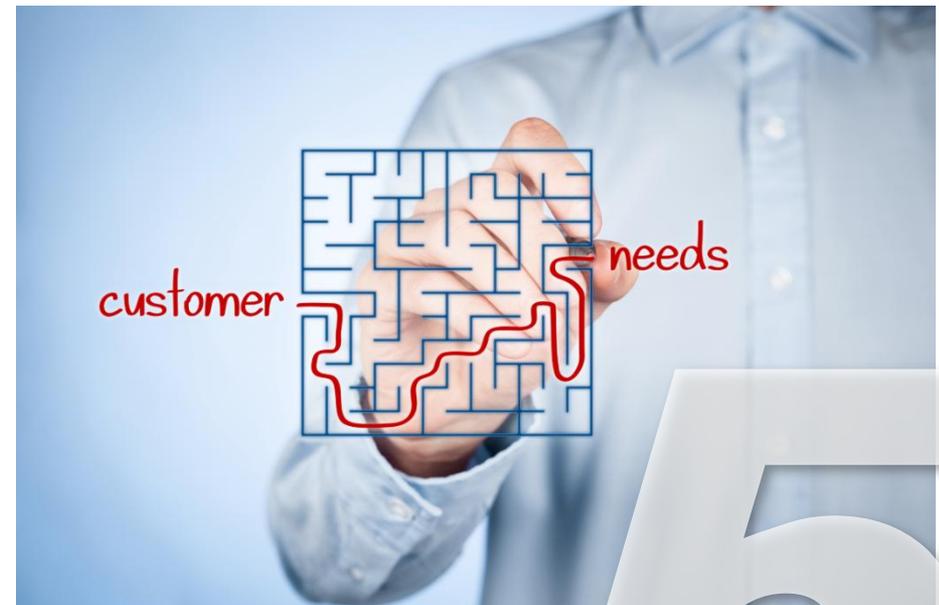
Listen Actively

Created by Dr. Carl Rogers in the 1940s, active listening is a proven concept of “reflective listening.”³

The **four steps** of the process are:

- Pay attention to the prospect.
- Give them feedback via verbal cues.
- Restate what you heard to verify accuracy.
- Ask a relevant follow-up question to further exhibit your knowledge of the situation.

After fully clarifying what the customer needs, you're now more prepared to overcome objections and **build customer loyalty.**



³ <https://blog.hubspot.com/sales/active-listening-guide>

Overcome Any Objections

Here are some common objections and how to counter them⁴:

- **Trust** — Send them client testimonials or referrals to build confidence.
- **Price** — Discuss the value of the solution.
- **Complacency** — If customers are reluctant to change, consider using a fear tactic.
- **Timing** — This usually means they need a push. Demonstrate how you will save them time if they work with you.
- **External Outputs** — If they are hesitant and need to speak with someone with more authority, offer a joint meeting.



⁴ <https://www.thebalance.com/how-to-overcome-sales-objections-2951799>

Be Positive



Pay attention to your inflection. A monotone or flat tone signifies to your customer that you don't care about what they're saying. Even if it's the end of a long workday, make sure you sound upbeat and prepared to answer whatever questions or concerns they have.

Don't forget to smile! One way to increase customer satisfaction is to smile as soon as the call begins. When smiling, your voice automatically sounds happier and more enthusiastic.⁵

⁵ <http://www.answer365.ca/blog/112-how-smiling-impacts-a-phone-call.html>

Looking for more ways to improve your sales and service?

We have the tools! Below are just a few of the many tools we have to help you improve customer satisfaction and retention and increase sales:

- Inbound and Outbound Call Management
- Call Recording
- RESCUE, REACT and RECOGNIZE
- Call Evaluation
- And more!

Call us at **866.403.2938** or visit whoscalling.com to learn more.