

ASTH315

Deal with customers by telephone



Overview

This unit is about the skills and competences you need when dealing with your customer by telephone. Customer satisfaction in this situation depends on good feelings about the way the transaction has been handled as well as the features and benefits of the services or products that are offered to the customer.

Whilst verbal communication is important, your focus on your customer and the rapport that is formed also depends on your skills with the telephone system and any information you are accessing whilst on the telephone to your customer.

Note this unit is imported from Customer Services (ICS) unit 17

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Performance criteria

Use the telephone system effectively

- You must be able to:*
- P1 operate the telephone equipment efficiently and effectively
 - P2 keep your customer regularly informed about your actions when accessing information to provide responses or if they are going to be on hold for a period of time
 - P3 speak clearly and slowly to allow for the possibility that reception on the telephone line may not be perfect
 - P4 adapt your speech to meet the individual needs of your customer
 - P5 control the length of the conversation if the call is costing your customer money
 - P6 ensure that promises to call back are kept

Plan and make focussed telephone calls to your customer

- You must be able to:*
- P7 anticipate your customer's expectations and assemble all the information you might need before your conversation with your customer
 - P8 plan the opening part of your conversation with your customer and anticipate their possible responses
 - P9 plan the objective of your call and the way in which you expect the call to end
 - P10 open the conversation positively and establish a rapport with your customer
 - P11 ensure that your customer is aware of the purpose of your call as early as possible
 - P12 respond positively to queries and objections from your customer
 - P13 summarise the outcome of the call and any actions that you or your customer will take as a result
 - P14 listen carefully when collecting information from your customer so that you do not make mistakes or have to keep repeating the question

Handle incoming calls effectively

- You must be able to:*
- P15 greet your customer following your organisation's guidelines
 - P16 listen closely to your customer to identify their precise reason for calling and what they are seeking as the outcome of the call
 - P17 identify all the options you have for responding to your customer, weigh up the benefits and drawbacks of each
 - P18 choose the option that is most likely to lead to customer satisfaction within the service offer
 - P19 summarise the outcome of the call and any actions that you or your customer will take as a result
 - P20 select the appropriate information you need to record and store following your organisation's guidelines

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- P21 take a clear message for a colleague if you are unable to deal with some aspect of your customer's expectations
- P22 put your customer on hold and ensure you cannot be heard if you are discussing action with others or calling a colleague

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Knowledge and understanding

You need to know and understand:

- K1 the importance of speaking clearly and slowly when dealing with customers by telephone
- K2 the effects of smiling and other facial expressions that can be detected by somebody listening to you on the telephone
- K3 the importance of adapting your speech to meet the needs of customers who may find your language or accent hard to understand
- K4 your organisation's guidelines and procedures for the use of telephone equipment
- K5 your organisation's guidelines and procedures for what should be said during telephone conversations with customers
- K6 what details should be included if taking a message for a colleague
- K7 how to operate the organisation's telephone equipment
- K8 the importance of keeping your customer informed if they are on hold during a call
- K9 the importance of not talking over an open telephone
- K10 your organisation's guidelines for handling abusive calls

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Developed by	ICS
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Version number	1
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Date approved	September 2008
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Indicative review date	September 2010
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Validity	Current
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Status	Imported
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Originating organisation	ICS
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Original URN	Unit 17
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Relevant occupations	Health, Public Services and Care; Health and Social Care; Managers and Senior Officials; Managers and Proprietors in Hospitality
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Suite	Housing
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Key words	Skills, competences, customer, telephone, satisfaction, situation, transaction, services, products
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