

## Understanding the true needs of our Card Members

### Super-Fast Rapport

#### Let the Card Member Know You Are Listening

Let the Card Member know you are listening by responding with gentle and soft 'ums' and 'ahs' as they speak. These are also known as "verbal nods".

#### Detect Emotions

Listen to the emotion in your caller's voice. Does it match or endorse the words they are using? If the Card Member sounds frustrated or upset, use empathy. If the Card Member sounds upbeat, try to hold onto that positivity by matching their tone.

#### Ask Questions

Ask questions to gain more information on points you need to clarify. Use probing questions, like "when were you thinking of flying?", So you can match them with an experience that is the best fit to them.

#### Don't Interrupt

Being interrupted is frustrating for the other person – it gives the impression that you think you're more important, or that you don't have time for what they have to say.

If you are naturally a quicker thinker or speaker, force yourself to slow down so that the other person can express themselves. Remember, a pause or a few seconds of silence doesn't mean that you have to jump in. Letting the other person speak will make it easier for you to understand their message, too.

#### Stay Focused

If you're finding it difficult to focus on what someone is saying, try repeating their words in your head as they say them – this will reinforce what they're saying and help you to concentrate.

#### Listen to Understand

Finally, it's vital that you not only act like you're listening to the other person, but that you also bring an authentic desire to listen to your interactions.

If you go into every interaction with a Card Member with curiosity and genuine interest in others, this will come across in the way your presence feels to them.