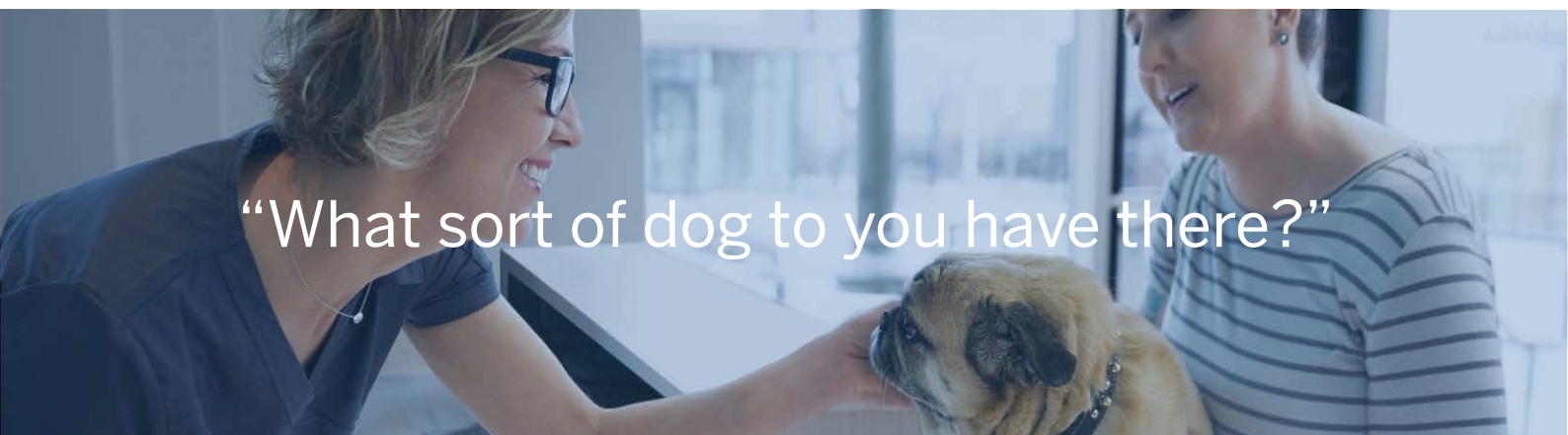


Building rapport to develop positive connections with our Card Members

Super-Fast Rapport

Notice the Small Things

Pick up on the small things... a dog in the background, are they at work, did you notice it was the Card Member's birthday when you took the details?



To show empathy is a great way of building rapport.

- "I understand what you mean"
- "I can see where you are coming from"
- "That must have made you feel really good"

By showing empathy, you are creating a sense of trust and mutual understanding, which are crucial factors in the rapport-building process.

Use Words That Your Caller Uses

Use words that your caller uses in your interaction, especially any adjectives (describing words): they have chosen to use these words, so they'll mean a lot to them - an alternative word may not have the same meaning for them.

For example;

If your caller says: "the service in BA Club World was excellent on my last flight to London", the word 'excellent' was chosen because it reflects what the speaker felt. To build rapport use the same word back at any relevant time.

So, you could say something like: "It's great to hear that you thought BA's Club World was excellent – let's see what I can do to repeat that experience for you..."