

Embedded Questions

These questions allow you to probe deeper to identify exactly what the Card Member's true needs are.

Use them after an open-ended question to clarify and be clear that you fully understand the Card Member's requirements and true needs.

T

"Tell me
more... / Tell
me about..."

E

"Explain..."

D

"Describe..."

S

"Specifically..."

A

"And what
else?"

Here some examples:

"Tell me more about the facilities that you are looking for in your beach-side hotel."

"Explain to me how you want to spend your weekend in London."

"Describe to me your ideal hotel suite."

"Specifically, what would make a truly great anniversary treat for you and your partner?"

"And what else would make it memorable for you?"