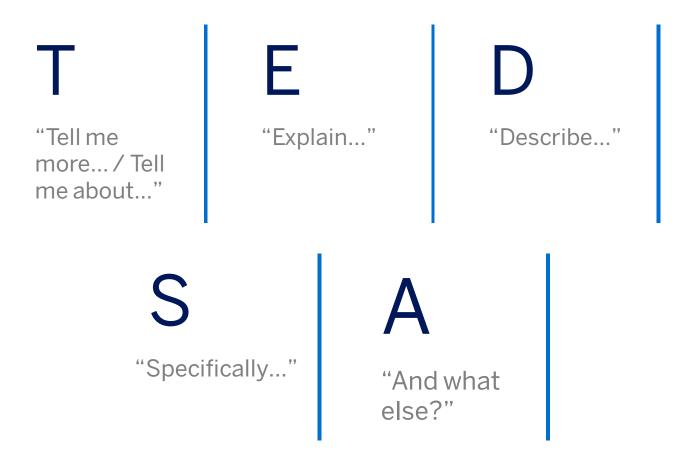
Embedded Questions

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.



Here some examples:

[&]quot;Tell me more about the facilities that you are looking for in your beach-side hotel."

[&]quot;Explain to me how you want to spend your weekend in London."

[&]quot;Describe to me your ideal hotel suite."

[&]quot;Specifically, what would make a truly great anniversary treat for you and your partner?"

[&]quot;And what else would make it memorable for you?"