

## Words matter!

If you want to leave a positive impression, lead your responses with a positive vocabulary.

Here's how to turn some negative sounding Card Member phrases into positive sounding ones:

Negative Sounding	Positive Sounding
I think / should be / imagine	Yes, I can certainly help you
No worries	I can take care of this for you
You're the first person to even complain	That's interesting. What more can you tell me?
You don't see to understand....	What can I clarify for you?
That's another department not me	I know who can help with this
I can't transfer you	I can take a message as my colleague isn't available right now
I really know how you feel, but you shouldn't because....	I can understand how you might feel this way, let's see what we can do now to resolve this...
We don't have that option for you.	Here are the options that we have for you....
No problem	You are welcome
We can't do that for you	What we can do for you is...
Sorry for the long hold	Thank you for holding