

Script for **Unit 1 – Phone Conversations Impact Customer Service**

s/n		Script
1		<p>Welcome to the online learning of “Phone Conversations Impact Customer Experience”.</p> <p>This is the first e-learning unit of "Represent Yourself & Your Organisation Well With Voice Call Phone Etiquette”.</p> <p>You will acquire an understanding of the importance of phone conversations, and how it impacts customer experience.</p> <p>It discusses the communications channels, clarifies on touchpoints, and makes clear the significance of moments of truth.</p> <p>It shares about customer’s expectations, and therefore conveys why it is important for your organisation and yourself to do well during phone conversations.</p> <p>“Represent Yourself & Your Organisation Well With Voice Call Phone Etiquette” is a multi-part e-learning programme.</p> <p>It comprises of 4 learning units. You can choose to only take this e-learning unit, or to also take the remaining 3 e-learning units in no particular order.</p> <p>You may view the synopsis for each of the e-learning units.</p> <p>Click on the next button to proceed.</p>
2		Let us start with a simple activity to drag and match the concepts correctly. Give it a try!
	Correct response	Yes! You have gotten it correct. You will be learning more about these concepts and deepen your understanding
	Incorrect response	Not to worry that you have not gotten it correct. You will be learning more about these concepts and deepen your understanding.
3		<p>Physical store, post or traditional mail, phone call, email, social media are channels or platforms used by your organisation, where communications and engagements with customers are taking place.</p> <p>Touchpoints are customer’s interactions with your organisation.</p> <p>What he or she needs from your organisation.</p> <p>A customer requesting for more information is a touchpoint.</p> <p>It can be at the physical store or via email.</p> <p>A customer flagging a billing exception is a touchpoint.</p> <p>It can be via email or highlighted as a post in your organisation’s Facebook.</p> <p>The customer forms perception and opinion as you serve their needs during these touchpoints.</p> <p>Touchpoints are customer’s interactions with your organisation.</p> <p>What he or she needs from your organisation.</p> <p>A customer requesting for more information is a touchpoint.</p> <p>It can be at the physical store or via email.</p> <p>A customer flagging a billing exception is a touchpoint.</p> <p>It can be via email or highlighted as a post in your organisation’s Facebook.</p>

		The customer forms perception and opinion as you serve their needs during these touchpoints.
4		<p>Your organisation will not have control over all the channels of communications and engagements with customers; television, newspaper, social media are some examples.</p> <p>Unless these are paid messages or endorsements, your organisation has very little influence over what is reported and the way in which it is presented.</p> <p>Your organisation will also not have control over all touchpoints or interactions with customers.</p> <p>The customer read a review in magazine or blog. The customer learnt about your product and service from a conversation with friends.</p> <p>Therefore, the first possible moment of contact between the customer and your organisation can happen with little or no control from you, meaning you cannot shape or manage, the interactions or experience.</p> <p>Before you know it or can do anything about this Zero Moment of truth, the customer has already made up his or her mind to buy or not to buy from your organisation</p>
5		Give it a try to test your understanding!
	Correct response	<p>Yes! You have gotten it correct.</p> <p>The customer can call with their enquiries or requests. The hotline or helpdesk is therefore a channel, or medium, or platform whereby your customer interacts with the customer service staff.</p> <p>The exchange of information, what is spoken and shared amount to interaction between the customer and your organisation.</p> <p>A phone conversation is therefore a touchpoint.</p> <p>If the interaction is a high reward or high risk one, meaning the customer makes critical decision, for example, to purchase from your organisation.</p> <p>The touchpoint then becomes a moment of truth.</p>
	Incorrect response	<p>You have not gotten it correct. Let us try to better understand the concepts.</p> <p>The customer can call with their enquiries or requests. The hotline or helpdesk is therefore a channel, or medium, or platform whereby your customer interacts with the customer service staff.</p> <p>The exchange of information, what is spoken and shared amount to interaction between the customer and your organisation.</p> <p>A phone conversation is therefore a touchpoint.</p> <p>If the interaction is a high reward or high risk one, meaning the customer makes critical decision, for example, to purchase from your organisation.</p>

		The touchpoint then becomes a moment of truth.
6		<p>As technology advances, more channels are innovated and made available to customers. Your organisation may have a customer support strategy Which makes available a variety of channels to enable your customers to interact with your organisation in different ways.</p> <p>We generalise customer support channels into 4 categories.</p> <p>Face-to-face channels, like a counter or a store, whereby customer and the staff meet in-person it may also be a virtual medium or platform, whereby customer and the staff meet online – written channels, like post, or sometimes called snail mail, may be used.</p> <p>Email is like post but sent electronically.</p> <p>Web form is another written channel, whereby customer can request for support and help.</p> <p>Chat channels are evolving very quickly because of social media.</p> <p>It has evolved from SMS used in the past. Examples of messenger app may be WhatsApp, Facebook messenger, WeChat.</p> <p>Live web chat is manned by a person, and generally conducted while the customer is online and accessing webpages.</p> <p>Chat bots is an alternative to live web chat. It is powered by a computer program and knowledge management database to answer queries.</p> <p>Voice channel means the use of phones.</p> <p>Either it may a regular analog phone wired with a telephone line, or mobile phone, or VoIP, that is Voice over Internet Protocol which allows you to make voice calls using a broadband Internet connection instead of a regular phone.</p>
7		<p>While there may be a variety of customer service support channels available for use by your customers.</p> <p>Phone or voice calls remain a reliable and accessible channel.</p> <p>Customers may prefer to speak with someone, because they enjoy the conversation. Others may prefer phone because they are not as tech savvy to use web form, messenger app.</p> <p>In cases when customers demand immediate assistance, phone call may be chosen Because they view it as an established and reliable support channel.</p> <p>More importantly, in cases when other support channels fail to resolve an issue, it gets escalated.</p> <p>These customers now demand personalised assistance with the hope to resolve the issue in the shortest time, and with little hassle.</p>

		Phone is one such support channel they may use. They may also choose to visit a physical location, or connect with the staff via video chat, messenger app, or live web chat.
8		<p>So far, we have talked about a phone conversation as providing customer service support.</p> <p>Phone is a reliable customer service support channel, the staff creates meaningful touchpoints and interactions with customers and creates positive moments of truth which deepens existing relationship, meaning the customer continues to buy from your organisation.</p>
9		<p>Would phone also be a communication and marketing channel?</p> <p>The person who called may not be a customer yet.</p> <p>The phone conversation is therefore an opportunity to create a meaningful touchpoint To create a positive moment of truth to convert a prospective individual into a customer.</p> <p>For example, the caller may have browsed the organisation's webpage. She now calls to find out more before making her decision to go ahead with the purchase.</p> <p>Recall what was shared earlier about uncontrolled channels, uncontrollable touchpoints, and zero moment of truth?</p> <p>Imagine a caller who had a negative zero moment of truth, now calls your organisation.</p> <p>For example, she is interested to purchase from your organisation But heard a friend talked about a bad experience.</p> <p>She decided to call to find out more details, before moving on to consider other organisations.</p> <p>This phone conversation is an invaluable opportunity for you to engage her and change her perception.</p> <p>It is critical to manage this touchpoint And try your best to create positive moment of truth, to seal the deal.</p>
10		Give it a try to test your understanding!
	Correct response	<p>Yes! You have gotten it correct.</p> <p>Ms Clare's blog can be a controlled or uncontrolled channel. You have paid her to write a positive review, so you have control over this blog post. However, you do not have control over the subsequent comments unless Ms Clare agrees to delete undesired responses. So you are correct too if you chose "uncontrolled channel", because you do not have 100% control.</p>
	Incorrect response	<p>You have not gotten it correct. Let us try to better understand the concepts. Do also review and revise the earlier content.</p>

		<p>Ms Clare's blog can be a controlled or uncontrolled channel.</p> <p>You have paid her to write a positive review, so you have control over this blog post.</p> <p>However, you do not have control over the subsequent comments unless Ms Clare agrees to delete undesired responses.</p> <p>So you are correct too if you chose "uncontrolled channel", because you do not have 100% control.</p>
	Correct response	<p>Yes! You have gotten it correct.</p> <p>Each view of this fan's comment is an uncontrollable touchpoint.</p> <p>This is because the blog viewers have interacted with your organisation & product</p> <p>Though in a way which is beyond your organisation's control</p> <p>And you cannot manage or shape their experiences.</p>
	Incorrect response	<p>You have not gotten it correct. Let us try to better understand the concepts.</p> <p>Do also review and revise the earlier content.</p> <p>Each view of this fan's comment is an uncontrollable touchpoint.</p> <p>This is because the blog viewers have interacted with your organisation & product</p> <p>Though in a way which is beyond your organisation's control</p> <p>And you cannot manage or shape their experiences.</p>
	Correct response	<p>Yes! You have gotten it correct</p> <p>Some fans have made up their minds, because of the fan's comment</p> <p>And decided not to try the new lipstick after reading the fan's comment.</p> <p>If some of these fans are existing customers of your organisation, this uncontrollable touchpoint is a moment of truth for them.</p> <p>If some of these fans have not purchased any product from your organisation, this uncontrollable touchpoint is a zero moment of truth for them.</p> <p>So you are correct if you choose either moment of truth, or zero moment of truth.</p> <p>At the end of the day, it is a negative moment of truth</p> <p>because they made up their minds not to purchase this new lipstick.</p>
	Incorrect response	<p>You have not gotten it correct. Let us try to better understand the concepts.</p> <p>Do also review and revise the earlier content.</p> <p>Some fans have made up their minds, because of the fan's comment</p> <p>And decided not to try the new lipstick after reading the fan's comment.</p> <p>If some of these fans are existing customers of your organisation, this uncontrollable touchpoint is a moment of truth for them.</p> <p>If some of these fans have not purchased any product from your organisation, this uncontrollable touchpoint is a zero moment of truth for them.</p> <p>So you are correct if you choose either moment of truth, or zero moment of truth.</p> <p>At the end of the day, it is a negative moment of truth</p> <p>because they made up their minds not to purchase this new lipstick.</p>
11		<p>This is an example of a controlled channel in Lego which created a controllable touchpoint, which was touching.</p> <p>And successfully created a positive Moment of truth with the 7-year-old customer.</p> <p>You can read the full story by clicking on the link.</p>
12		<p>The magazines and journals are uncontrolled channels, outside direct control of Lego. When the incident was covered by them, they created uncontrollable touchpoints with people who read the articles. It may have created positive Moment</p>

		of truth for existing Lego customers, or positive Zero moment of truth for those who are not yet customers.
13		<p>You would now have a clearer understanding of channels, touchpoints, and moments of truth.</p> <p>And with the Lego example, it illustrates how important it is to represent yourself and your organisation well during phone conversations.</p> <p>To the customer or potential customer, you represent the company, whether you are providing help and support, or giving more information.</p> <p>Your phone conversation, done wonderfully or poorly, will directly impact the customer's experience, as well as create and amplify the touchpoints, and moments of truth with many other persons.</p>
14		<p>Well, you may not be the product innovator, the person who conceptualised the service, the marketing in-charge, or CEO etc.</p> <p>But at the point of the phone conversation, the customer expects you to be able to act on their needs and requests.</p> <p>Essentially, the customer must feel satisfied that you have done to the best of your ability to meet his or her needs.</p> <p>You need to show responsiveness, that is – Be sensitive to what was asked, and prompt to take actions. You need to ensure accuracy and appropriateness, that is – Recommend or take actions that are correct, feasible and suitable, and will resolve the need or request.</p> <p>You need to exhibit accountability, that is – Be responsible to follow through from start to end and if you need to re-direct for someone else to follow-up, ensure that there is closure at the end of the day.</p>
15		Please view the freely available video. Do a reflection exercise.
16		Go ahead to drag and match the concepts correctly. This tests your understanding of your customer's expectations.
	Correct response	Yes! You have gotten it correct.
	Incorrect response	You can do better. Do review and revise the earlier content.
17		<p>Recall that there are a variety of channels customers may use, be it customer service support channels or communication and marketing channels. Customers may have already exhausted multiple sources of information, to self-help or D.I.Y.</p> <p>So, when they eventually get in touch with you, it is out of necessity.</p> <p>Therefore, it is important to transform this convenient task into a positive interaction and experience for them.</p> <p>Listening skills is critical for you to understand the situation and be able to demonstrate:</p> <ul style="list-style-type: none"> • Responsiveness

		<ul style="list-style-type: none"> • Accuracy • Appropriateness • Accountability <p>The customer will also expect first call resolution, or first contact resolution. It means to resolve their question, query, complaint, request, in a single interaction.</p>
18		Go ahead to fill in the blanks.
	Correct response	<p>Yes! You have gotten it correct!</p> <p>When your customer hear what you say, How you say it, What you do, and How you do it They will be convinced that you have listened and spoken With the intention to understand their needs and wants. When your customer feel satisfied with your demonstration of</p> <ul style="list-style-type: none"> • Responsiveness • Accuracy • Appropriateness, and • Accountability <p>They will be convinced that you have done to the best of your ability, And striving to resolve their needs and wants with a single interaction.</p>
	Incorrect response	<p>You can do better. Do review and revise the earlier content.</p> <p>When your customer hear what you say, How you say it, What you do, and How you do it They will be convinced that you have listened and spoken With the intention to understand their needs and wants. When your customer feel satisfied with your demonstration of</p> <ul style="list-style-type: none"> • Responsiveness • Accuracy • Appropriateness, and • Accountability <p>They will be convinced that you have done to the best of your ability, And striving to resolve their needs and wants with a single interaction.</p>
19		<p>Phone is an established and reliable channel where interactions with customers take place.</p> <p>Customers may use it as a customer service support channel.</p> <p>In cases when they need immediate, personalised assistance or are escalating issues which were not resolved in other channels, r they may prefer to interact and speak with someone rather than to write to someone or self-help to resources.</p> <p>Phone is also a communication and marketing channel, with existing customers and potential ones.</p> <p>Customers expect you to listen and speak with the intent to understand their needs and wants.</p>

		<p>Your words and actions are important. It must demonstrate your responsiveness, accuracy, appropriateness, accountability.</p> <p>Customers must feel assured that you act with the intent to fulfil their need and wants and ideally with a first-call resolution, meaning with a single interaction. During a phone conversation, customers form perception and opinions from the interactions you have with them.</p> <p>Some of these create moments of truth. The high-risk, negative moments of truth would break the experience, and you lose the customer.</p> <p>The high-reward, positive moments of truth would make the experience, and you deepen the relationship with the customer.</p>
		<p>Congratulations!</p> <p>You have successfully completed Unit 1 - Phone Conversations Impact Customer Experience.</p> <p>If you wish to save a copy of the e-Learning script, please click on the link.</p> <p>We end with a reflection activity, so you can give more thoughts to how you have been conducting your phone conversations with the customers, and if you are actively creating positive moments of truth with every touchpoint. Please click on the link to submit your reflection.</p> <p>We thank you and we wish you success in learning and applying the skills and know-how!</p>