

Delivering Bad News with An Outbound Call



Picking up



Greeting



Holding/
Transfer calls



Exchanging information



Taking down
messages



Ending

Outcome-first attitude

Accountability
Must reach your customer

Tone of Voice

NA

Choice of Words

NA

Listening Skills

NA

Probing Skills

NA

Accuracy

Warm & confident
Just right for speed, loudness,
pitch & intonation, energy level,
smile

Correct title, name, greeting

NA

NA

Accuracy, Accountability
Appropriateness, Responsiveness

Confident & approachable
Just right for speed, loudness,
diction, pitch & intonation,
pauses, energy level, calmness
& control, smile

Positive phrases
(not trigger words)
Active voice (not passive)

Empathetic listening when
customer vents, Active listening
to assess if customer can continue
+ other area(s) to assist with

Close-ended question for customer
to say Yes/No to continue with
conversation

Accountability

Warm & assuring
Calmness & control

Personalised & contextualised

Empathetic listening if
customer continues to vent

Summarise & paraphrase
Ask customer to affirm
understanding with
open/closed ended question