



## Picking up



## Greeting



Holding/  
Transfer calls



Taking down  
messages



## Exchanging information



## Ending

### Outcome-first attitude

Responsiveness

Responsiveness

Responsiveness  
Accuracy  
Appropriateness  
Accountability

Accountability

### Tone of Voice

NA

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

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

Warm & assuring

### Choice of Words

NA

Correct greeting,  
e.g. Good morning /  
afternoon  
Correct title, e.g. Mr, Miss

Positive phrases  
(not trigger words)  
Active voice (not passive)  
Rules of thumb

Personalised,  
e.g. Mr John Tan  
Contextualised to issue

### Listening Skills

NA

NA

Empathetic listening  
Active listening

Personalised,  
e.g. Mr John Tan  
Contextualised to issue

### Probing Skills

NA

Correct greeting,  
e.g. Good morning /  
afternoon  
Correct title, e.g. Mr, Miss

Positive phrases  
(not trigger words)  
Active voice (not passive)  
Rules of thumb

Personalised,  
e.g. Mr John Tan  
Contextualised to issue