

- Opening
 - The agent must start the call in the default language, which is English. For Click-to-Call, if it's a regional callback, the agent must begin the call in the corresponding regional language.
 - -Greeting is a positive way to welcome the customer/open a call. E.g.: Good Morning/Afternoon/Evening,
 - The agent must introduce themselves as "Cred-Help" at the start of the call.
 - The context setting should be towards directly identifying the specific concern of the customer. The agent must ask the customer to provide more details about their issue
- Further assistance
 - After addressing the primary concern, the agent must offer further assistance.
 - Ineffective further assistance include vague prompts such as "Anything else?" or "Do you need anything else?"
 - The agent must politely ask the customer if they specifically need assistance towards another matter
 - The agent must say they'd refer to supervisor if they can't find a solution to customer problems
- Hold
 - In an ideal situation an agent should place a call on hold when connecting with a supervisor, or when they need to check with a TL for help.
 - This should be done carefully to minimize disruption to the user.
 - it's essential to ask the customer's consent to put on hold
 - Mention hold time as 2 mins
 - Confirm with the customer that they are ok with putting the call on hold
 - Thank the customer for agreeing to be put on hold
 - Thank the customer after coming back from hold
- Closing
 - Agent must offer proper greetings while closing the call
 - The agent must take CRED's name while closing the call. Agents can do this while pitching for further assistance or while greeting the customer at the time of closing
- Language Change
 - Its a situation where a customer switches from one language to another during the conversation, the agent must also start responding in their language
- Empathy
 - Display proper empathy with the customer if they are in problem
- Probing
 - Probe the customer's problem properly
 - Try to find the particular item or service they have issue with
 - Try to identify the amount, date and time , if relevant