

Tone

Scope of Damages - Settlement Description: Called and spoke with contractor to discuss supplement. Contractor had average temperament but spoke in hyperbole. I alluded to contractor copying and pasting his footnotes into his estimate, to which contractor took issue and alleged that he typed all of the footnotes by hand.

What is tone in customer service?





Why is it important?

Words are powerful.

Especially when you are constantly in touch with your customers, like in our field. You can lose an insured by using the wrong tone of voice on a settlement call. On the other side, on a difficult call we can diffuse situations.

The ability to talk to insureds properly by using the right tone of voice while giving them the information they need is the foundation of good customer service. Especially because the interaction in customer service is impossible face-to-face so it's all about the tone of voice.

3 Ways to Improve Tone



Set a Positive Tone

Try to be positive right from the beginning of the call. Answer with a warm greeting. Show compassion and give out a positive vibe. When you act like this at the very beginning, the insured will get the feeling that you've got things under control and maybe relax a little bit. That will immediately improve customer experience and increase the chance of you getting your message across.

Stay Calm

Insureds always have a lot of questions, or on an unpleasant call; complaints. so sometimes you may feel attacked. It is a winning situation to remain calm in this type of situation. The insured is aware when you are defending yourself because you are not using the right tone of voice. And you are only making a situation worse because you are having an argument with them.

So, by being calm and a nice listener, try to avoid arguments. Keep under control and maybe relax a little bit.



Smile

Put yourself in your insured's shoes. Would you want to talk to someone who is unhappy, rude, uninterested or unfriendly? The answer is no in almost every case. We know that we are busy and sometimes get frustrated, even though you are having a bad day at work, you shouldn't show that to your customers. Simply fix it with a smile because it can affect the way you speak, and it can be “heard” through the phone.



“People don’t always remember what we say, but they never forget how we make them feel.”

