

A photograph of three call center agents in a modern office setting. In the foreground, a woman with curly hair and a headset is speaking. Behind her, two other agents, a man and a woman, are also wearing headsets and looking at computer monitors. The background shows large windows with a city view.

# MODULE TWO

**CALL CENTRE ETIQUETTE, SKILLS, AND VERBIAGES**

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*First learn the meaning of what you say – then speak.*

*Epictetus*

## Skills Required of Call Centre Agent

Below, are a few of the most important skills individuals can cultivate to work more effectively in any call center.

- i. Effective Communication Skills*
- ii. Knowledge Retention and Recall*
- iii. Ability to Handle Pressure*
- iv. Speed and Efficiency*
- v. Creative Problem Solving*
- vi. Emotional Stability*
- vii. Empathy*
- viii. Organizational Ability*
- ix. Team Player*

# Basic Call Centre Etiquette

Always keep in mind that effective telephone etiquette requires you to be **prepared, present, polite, patient, personable, professional, proactive.**

- i. Always introduce yourself and the company
- ii. Answer the phone ideally within 2-3 rings
- iii. Greet the caller according to your company's script
- iv. Use an appropriate tone of voice and pace when speaking to a customer
- v. Stay focused. Don't give bad impression i.e. No chewing, No eating
- vi. Speak clearly and directly into the phone
- vii. Proper Call Holding Techniques
- viii. Be professional
- ix. Proper Hold Procedures



Two steps of improving agent phone etiquette include:

- Phrasing
- Listening skills.

**How can actively listening help when speaking on the telephone?**

## Aspects of Phone Etiquette

## Phrasing

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Using more professional phrasing portrays a sense of confidence and a sense that you are there to help them.

Such phrases can help customer feel more comfortable and at ease with your politeness.

Examples:

- *"How may I help you?"*
- *"Thank you for calling."*
- *"Could you repeat that name again?"*
- *"May I take a message?"*





# Tone of voice

Our tone of voice can portray a variety of emotions and feelings. When we're sad or angry our voice can lower in tone; and when we're happy or excited it can raise higher.

## Tips:

- *Speak in a normal speaking tone of voice (or higher)*
- *Avoid lower tones or monotones*
- *Use inflection when possible*





# Listen To The Caller

Avoid interrupting the customer when they are talking or during the conversation.

Nonetheless, acknowledging is permitted.

Focus on what the caller needs, by re-affirming the needs. i.e., **Active Listening**.



## Positive alternatives to negative languages

### Instead of ...

- “I don’t know...”
- “I can’t...”
- “You’ll have to...”
- “Calm down...”
- “That’s not our fault..”



# Adherence to Verbiages

# What are Verbaiges?

Refers to standardized/uniform scripts used while interacting with customers;

- Opening the call
- Performing security checks
- Holding the call
- Transferring the call
- Closing the call



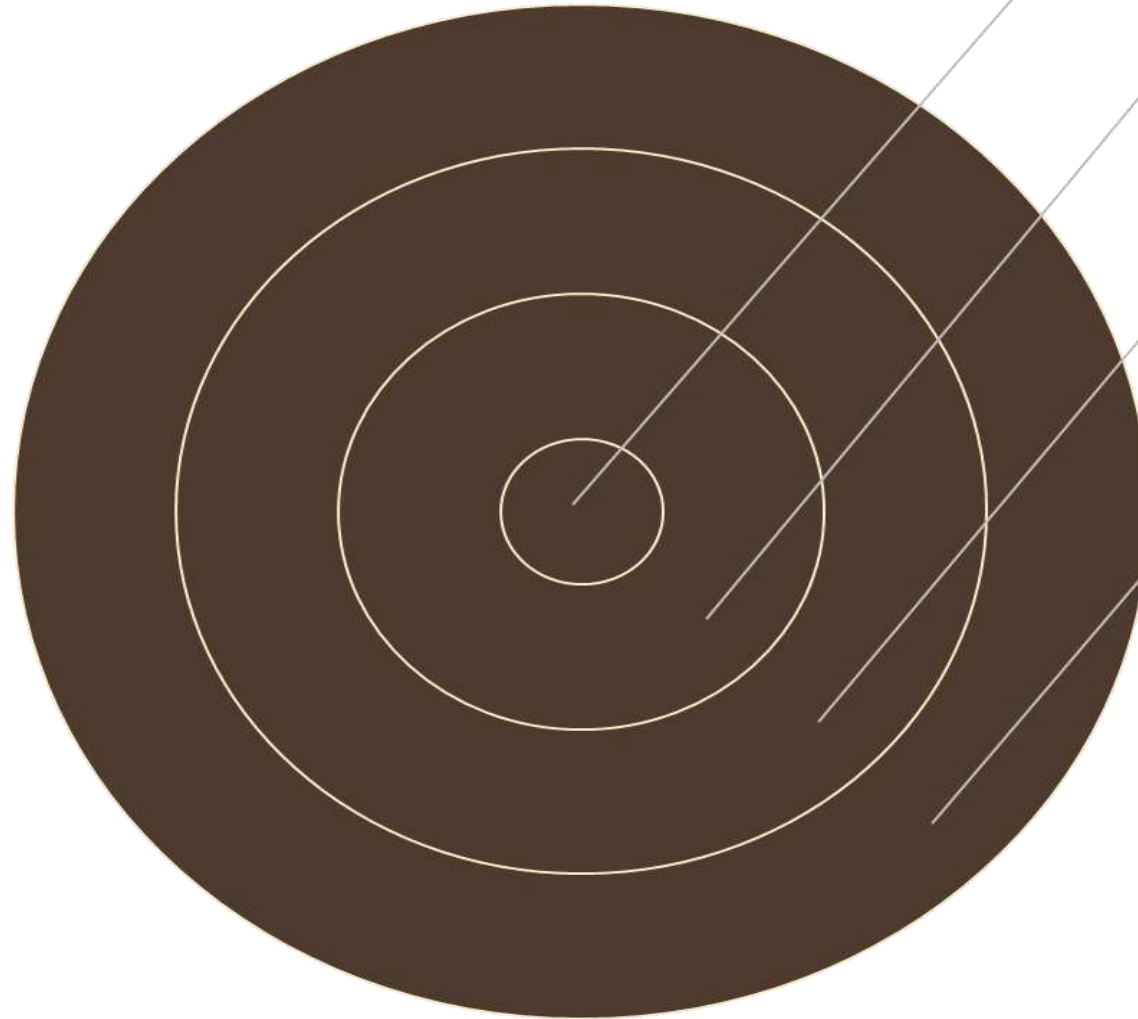
# Call Centre Scripting

## What is a Call Centre Script?

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Call centre script is an outline of words and phrases that you put in a specific order and expect agents to follow while on a call.

# Why call centre scripting?



**Takes pressure  
off agents**

**Boosts agent  
confidence  
level**

**Reduce errors.**

**Makes support  
consistent.**



## Tips for writing a call centre script

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Use different types of call centre scripts.

**opening, procedural, complaint, closing script.**

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Know when to write 'verbatim scripts or general prompts i.e., call flow.

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Don't use language that is too formal. Easy to understand.

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Use formatting. Bold the important words within a script to remember the main point.

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Role-play your scripts and evaluate same. Test run



# Call Hold Procedure

Below are tips on how to properly place a customer on hold and still create a good customer experience.

- i. Apologize for the inconvenience
- ii. Ask for permission, and get their consent
- iii. Give the customer a reason for putting them on hold
- iv. Check in with them
- v. Thank them when you come back

## Communicating wait times

### Class Participation: Role Play

- **Customer:** Called into the call centre to express his/her disappointment on delayed delivery service
- **Agent:** Empathize and apply call holding technique to quick track the order, and proffer solution.

# Call Transferring Technique

Improperly transferring a call can waste customers' time making them more irritated than they were at the beginning of the call. Below are things to observe while transferring a call:

1. Inform the caller reason for being transferred.
2. Check for colleague availability to answer the call immediately.
3. If the call cannot be transferred, get the caller's information and call back.
4. Ensure to include the caller's name, request, and any other helpful information.
5. Ensure proper follow-up.

