

CALL CENTER AGENT RULEBOOK

1. Greeting & Call Acknowledgement

- Respond to the customer's greeting within **3 seconds**.
- Use a **courteous, friendly tone**
- Acknowledge the customer's inquiry promptly (e.g., "Yes, I can help you with that.").

2. Clarity & Communication

- Speak **clearly and audibly** throughout the call.
- Avoid using **filler words**, repeated confirmations, or excessive hesitation unless needed.
- If the call has connection issues, ask clearly: "Can you hear me okay now?"

3. Product Knowledge & Accuracy

- Provide **accurate information** regarding vehicle availability, specifications, and condition.
- Be **honest** about what details need to be checked or confirmed later (e.g., service history, mileage).
- Refer to the **advertisement or database** when uncertain rather than speculating.

4. Handling Inquiries Professionally

- Answer all customer queries directly (e.g., regarding **warranty, service history, etc.**).
- Avoid being vague. Use full sentences with **complete information**.
- Offer solutions or alternatives if information is incomplete or unclear.

5. Appointment & Timing Protocol

- Clearly state business **opening and closing hours**.
- Encourage customers to **make appointments or confirm** before visiting.
- Offer flexibility where possible and note preferred customer timing.

6. Sales Handling & Negotiation

- Stay professional when discussing **prices**.
- If negotiation is discussed, **do not confirm discounts casually**; explain pricing rationale (e.g., based on Auto Trader range).

- Offer solutions like **"we can discuss this when you visit"** rather than firm commitments.

7. Customer Assurance & Trust

- Reassure customers about:
 - Warranty coverage
 - Vehicle condition
 - Transparency in service records
- Avoid over-promising (e.g., "quite comprehensive warranty" should match written policy).

8. Call Closure

- Summarize agreed actions (e.g., "I'll text you the details", or "You can come anytime till 6").
- End the call politely with a clear closing line (e.g., "Thank you, see you soon, goodbye.").
- Avoid abrupt endings (e.g., "okay, bye" or disconnected without goodbye).