

J&M Call Center Job Aid

Call Flow: The J&M Standard

Follow this structured flow on every call to ensure consistency and professionalism:

1. Greet – Begin the call with a warm, professional tone. Use the caller's name if possible.
2. Listen – Allow the customer to explain the issue fully. Use active listening cues.
3. Solve – Provide clear, accurate information or solutions based on the issue.
4. Wrap – Summarize the resolution, confirm next steps, and thank the caller.

De-Escalation with the PACE Model

Use the PACE model when calls become emotionally charged or tense:

PACE Step	What to Do
Pause	Take a breath before responding. Keep your tone steady and avoid reacting emotionally.
Acknowledge	Show the customer that you understand their frustration or concern. Use validating language.
Clarify	Ask questions or repeat back key details to ensure mutual understanding.
Execute	Provide a clear action or resolution. Be specific about timing or what comes next.

Call Documentation Best Practices

- ✓ Include customer name and contact reason
- ✓ Summarize issue and solution clearly
- ✓ Log timeframes, actions taken, and next steps
- ✓ Avoid slang, vague notes, or subjective language

Your voice is our mission. Every call is a chance to build trust.