



Quality Improvement Plan

Customer Focus

| Active Listening | Show You Care | Make a Connection |
|---|--|---|
| <ul style="list-style-type: none">• Don't interrupt• Listen to understand• Paraphrase / recap• Eliminate distractions• Adapt to customer tone | <ul style="list-style-type: none">• Place yourself in your customer's shoes• Express intent to help• Be genuine• Appropriate tone | <ul style="list-style-type: none">• Use their name• Share commonalities• Respond to cues• Show appreciation• Offer custom solutions |

Customer Experience

| First Call Resolution | Reduce Repeats | Create Value |
|---|---|---|
| <ul style="list-style-type: none">• Resolve primary issue• Answer questions• Complete transactions• Educate customer | <ul style="list-style-type: none">• Promote self service• Anticipate & address additional issues• Clear consumer disclosure | <ul style="list-style-type: none">• Promote additional value add options• Generate excitement surrounding benefits |

De-Escalation Techniques

| Listen – Care – Connect | Best Practices | It's Not Personal |
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| Apply the customer focus initiatives discussed above to: <ul style="list-style-type: none">• Maintain call control• Defuse the situation• Change detractors into promoters | <ul style="list-style-type: none">• Allow customer to vent• Acknowledge feelings• Stay solutions focused• Reassuring verbiage• Take Ownership• Don't assign blame | <ul style="list-style-type: none">• Stay calm• Remember, it's the situation, not you!• Keep an open mind |