# Call Handling: Phonetic Alphabet and De-escalation Tips

[Phonetic Alphabet](#_Toc153179360)

[Phrases To Help Calm the Customer](#_Toc153179361)

[Effective Statements for Reducing Non-interactive Time And Distress](#_Toc153179362)

[WOW! 10 tips To WOW Your Customers](#_Toc153179363)

[Related Documents](#_Toc153179364)

**Description:** This document outlines a few tips for the Customer Care Representatives (CCRs) when they are on a call with a beneficiary/member. Using these tips will help improve call handling procedures.

|  |
| --- |
| Phonetic Alphabet |

Use as needed:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **LETTER** | **NATO PHONETIC** | **ALTERNATE**  **PHONETIC** |  | **LETTER** | **NATO PHONETIC** | **ALTERNATE**  **PHONETIC** |
| **A** | **Alpha** | **Apple, Address, Andrew** |  | **O** | **Oscar** | **Orange, Open** |
| **B** | **Bravo** | **Butter, Basketball, Boy** |  | **P** | **Papa** | **Paul, Pit** |
| **C** | **Charlie** | **Cab, Card, Cat** |  | **PH** |  | **Phillip** |
| **CH** |  | **Chip, Champion** |  | **Q** | **Quebec** | **Queenie, Quality** |
| **D** | **Delta** | **Duff, Danger, Drug, Dog, David** |  | **R** | **Romeo** | **Robert, Rabbit, Red** |
| **E** | **Echo** | **Edward, Easter** |  | **S** | **Sierra** | **Sugar, Sand, Sit, Source, Sam** |
| **F** | **Foxtrot** | **Freddy, Frank, Fan, Friday** |  | **SH** |  | **Shirt, Shadow, Shore** |
| **G** | **Golf** | **George, Gasoline, Get, Girl** |  | **T** | **Tango** | **Tommy, Tip, Truck** |
| **H** | **Hotel** | **Harry, Happy, Henry** |  | **TH** |  | **Thursday, Throw** |
| **I** | **India** | **Ink, Industry, Ivy** |  | **U** | **Uniform** | **Uncle, Umbrella** |
| **J** | **Juliet** | **Johnnie, Jet, John, Junction** |  | **V** | **Victor** | **Vine, Vet, Victory, Violet** |
| **K** | **Kilo** | **King, Kit, Kind, Kite** |  | **W** | **Whiskey** | **Willie, Washington, Wing** |
| **L** | **Lima** | **London, Leg, Language, Larry** |  | **X** | **X-ray** | **Xylophone** |
| **M** | **Mike** | **Monkey, Member, Milkshake, Mary** |  | **Y** | **Yankee** | **Yellow, Yes, Yesterday** |
| **N** | **November** | **Nuts, Nancy, Net, North** |  | **Z** | **Zulu** | **Zebra, Zip, Zoo** |

[Top of the Document](#_top)

|  |
| --- |
| Phrases To Help Calm the Customer |

The CCR should use these phrases to help calm a beneficiary/member:

1. “I’m sorry for your inconvenience.”
2. “Please tell me what happened.”
3. “How can I help?”
4. “We value your business, so we want to resolve this quickly for you.”
5. “I appreciate what you are saying.”
6. “Let me write this down so I know I have it right.”
7. “I’m sure we can find a solution.”
8. “Let’s get this resolved.”
9. “I’d be glad to do that.”
10. “Help me with some details so we can start fixing this.”
11. “I can see why you feel this way.”
12. “Let me see if I understand clearly.”
13. “I’m here to help you.”
14. “I’ll go to work on this immediately.”
15. “I see what you mean.”
16. “Thank you for bringing this to our attention.”
17. “Let me research your issue right now and figure out what is going on.”
18. “Let me restate what you shared to confirm I understand your issue and can help appropriately.”
19. “I can understand your frustration and will be happy to work on this for you.”

[Top of the Document](#_top)

|  |
| --- |
| Effective Statements for Reducing Non-interactive Time And Distress |

The CCR should use these statements to help reduce non-interactive time and distress:

1. “Don’t worry, we’ll figure this out together.”
2. “I apologize for the hassle this has become. I know your time is very important.”
3. “Let me investigate this further.”
4. “Please tell me what happened.” (While they are speaking, you could be researching)
5. “Let me make some notes on this so I know that I get it right.”
6. “Please bear with me; I just need to read through your plan so I can find that answer for you.”
7. “Your plan has many parts to it that I need to research through.”
8. “I need to put in a request for that (override, claim research, payment dispute, etc.). It will take us just a few moments to do.” Walk the beneficiary/member through the task as you enter it.
9. “I really appreciate your patience with me.”
10. “Please bear with me while I research this issue. If you have any other questions while I am researching, please ask and I will respond.”
11. “I can see that you are (inserting PT feeling) with this situation. Let’s see what we can do to get it resolved.”
12. “I appreciate you bringing this to our attention.”
13. “I understand your concern/question. Would it be alright with you if I read back through the comments for a moment? I really appreciate it.”
14. “I am here to help you with any issue.”
15. “We value your business, so we want to resolve this quickly for you.”
16. “Help me with some details so we can start fixing this right away.”

[Top of the Document](#_top)

|  |
| --- |
| WOW! 10 tips To WOW Your Customers |

The CCR should use these tips to assist a beneficiary/member:

1. Make sure your voice conveys your interest in the call.
2. Acknowledge all beneficiary’s/member’s statements and requests. Example: “I’d be happy to…”
3. Use caller’s name throughout the call.
4. Use complete sentences.
5. Ask, don’t demand. Example: “May I please have” vs. “I need”, “give me”, or “what is”.
6. Use “please” and “thank you” throughout the call.
7. Show empathy when something does not go as beneficiary/member expected. **Example:** “I apologize that…” vs. “I’m sorry”. Empathy is not only bad situations, but also recognizing good things. **Example:** Daughter just got married or celebrated their 25th wedding anniversary.
8. Use a fact and a feeling in empathy statements.
9. Proactively educate.
10. Take ownership, offer solutions, keep beneficiary/member out of the middle. Use “I” statements. Example: “I will…”

[Top of the Document](#_top)

|  |
| --- |
| Related Documents |

[Abbreviations / Definitions](https://aetnao365.sharepoint.com/sites/ColleagueReadiness/Shared%20Documents/Open%20Project%20Documentation/Four%20Key%20Habits%20'Recap'%20Work%20Instruction%20Updates/Native%20Files/CMS-2-017428)

[Top of the Document](#_top)

Not To Be Reproduced Or Disclosed to Others Without Prior Written Approval

**ELECTRONIC DATA = OFFICIAL VERSION - PAPER COPY = INFORMATIONAL ONLY**