

TPG TeleManagement, Inc.

Coaching Calendar

Grand Opening

Prepared to Communicate with Customer
Tamara Stephens, Sr. Measurement Analyst

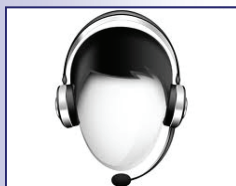
There are many times that one may notice a TV ad or newspaper ad that makes reference to the grand opening of a new store. Store employees who take part in the "grand opening" must be prepared for a crowd of customers or possibly customers running towards all the sales and bargains. The store owner cannot advertise an 8am grand opening and have customers waiting outside until 8:15am. Customers would become upset or anxious as a result. Customer agents must be ready and prepared to communicate at the start of their calls. As soon as they hear the "beep" the agent must greet the caller who is anxious to have their issue resolved. Agents should see each call as a "grand opening" in which they are ready and waiting to take care of the caller on the line.



Kabuki

Maintains Call Control to Guide Conversation
Chizuko Takechi, Sr. Measurement Analyst

Have you seen Japanese theatre performance called 'Kabuki'? It is dance-drama and it's famous for its vivid color of make-up, stage and costume with traditional music. As an audience member, you may like and enjoy actors' peculiar performances, which exaggerate each action and facial expressions. This works very well because this is a visual art. But on the phone we are depending on sound by itself, so any pause and dead air is crucial to call control. Even though guiding a call well and smoothly, one pause and dead air might damage the agent's effort to keep the customer's attention. So, guide the call well and eliminate unnecessary pauses during the call.



Leaving the Room

Explains Need and Gains Permission to Utilize Call Hold
Ross Turpen, Sr. Measurement Analyst

Have you ever been to a store where the item you want isn't on the shelf, but the sales associate knows that there is more of that item in storage? In order to retrieve the item the associate wouldn't just leave the room without explaining where they were going and why, nor would they ask you to come with them. Instead what typically happens is the store associate would explain that they need to leave the room to go search for and retrieve the requested item. Using a hold is like leaving the room because the customer will be left alone on the line for a period of time. So instead of putting the customer on a hold without an explanation, the best practice is to let the customer know they will need to wait. It is also important to request permission to put them on hold if additional work needs to be done.

March 2013

S	M	T	W	T	Fr	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Using the interactive features of the TPG Coaching Calendar

- The M-F day boxes can be used to fill in your coaching schedule or any daily notes you choose. Each line is a separate field—simply use the Tab key to navigate through the fields.
- The note area at the bottom of the pages can be used for coaching notes or to track which agents you coached with a particular analogy. These fields wrap text from line-to-line. In printed format, you can make hand-written notes here.
- An automatic spell-check feature will underline suspect spellings of input text.
- After you fill in the fields, do any of the following:
 - In Acrobat Reader, choose File > Save A Copy, and specify a location for the copy.
 - In Acrobat Standard or Acrobat Professional, choose File > Save, or File > Save As, and rename the file to save the form with the data you entered.

TPG TeleManagement is honored to assist in your team's improvement and in improving the customer experience.



About TPG

TPG TeleManagement, Inc. is a leading provider of independent quality monitoring and CRM strategic services for the Fortune 500, with over fifteen years creatively serving the contact center marketplace. TPG TeleManagement provides a valued set of services to our clients, helping them to improve their business performance while mitigating risk by collecting, through call monitoring, the key drivers of sales and service performance through satisfied customers. As the contact center industry's only firm centered in Six Sigma principles, TPG's process and experience replaces instinctual feedback with science to guarantee an improvement in your business outcomes.

Week 1

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Matches Solution to Customer Need
TPG Corporate Education Library

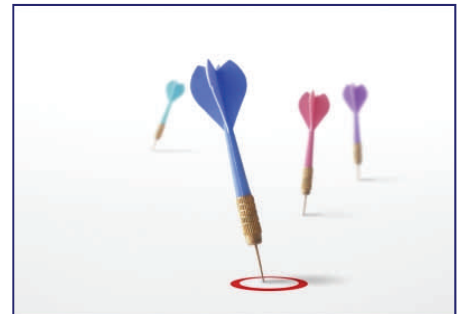
Selecting the correct solution to a customer's need is a lot like taking the correct off ramp when driving to reach a specific destination. If you miss the right one you would have to spend time and change direction a bit to go back to where you were, causing a delay and maybe some frustration. But if you are prepared and select the correct one at the correct time, you will reach your desired destination a lot quicker and easier.

Uses Benefit Statements to Create Need
Raquel Rice, Measurement Analyst

There is a house alarm company that occasionally has sales people going door to door. When he came to our door, he began by stating who he was and why he was in our neighborhood. He presented the company name and a little about the alarm coverage and cost. Then he mentioned that there had recently been robberies in our neighborhood, and that he was sure we would want to prevent that from happening to us. He pointed out the peace of mind we would have knowing we would be protected with their alarm system. Like the salesman who presented us with what his alarm system would do for us, the agent should be ready to present the customer a personal benefit and what he would gain from accepting the agent's offer.

Uses Active Listening Skills
Jeanette Smolsky, Performance Coach

You place a simple order for food, "I'd like a cheeseburger with ketchup, mustard, pickles, lettuce and no tomato please" and the clerk asks, "Did you want lettuce and tomato with that?" What message does that send to you? You have the impression that the clerk was not listening or was not focused on what you were saying. The same thing can happen on your calls. Sometimes you have various questions that need to be asked at some point during the call and the customer sometimes gives you that information early in his conversation, before you get the chance to ask the question. If you then later ask the question without considering that the customer has already provided you with the information, you send the same impression as stated above. This is a lack of "active" listening and sends the message that you are just robotically going through the call and that you were not listening. Always stay focused and "actively" listen and you'll send a strong message that you are a competent agent.



Notes for Week 1:

Week 2

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Natural Delivery of Communication
Stephen Brennan, Lead Analyst

Marcel Marceau was born on March 22, 1923 in Strasbourg, France. As a master of pantomime, Marcel captivated his audiences with only his gestures and body movements. He used facial expressions instead of words to convey his emotions while telling the story. You can't use your facial expression or body language on the phone. Well, you can, but it's completely ineffective. That's why you have to use your tone, inflection, and words to sound naturally conversational and excited about the product or service. You can "do the robot" while on the phone, but be sure not to sound like one.



Conveys Interest and Empathy to Customer Situation
Dorothy Hulett, Sr. Measurement Analyst

When you are on the phone and you accidentally cough you say, "Excuse me." If you are speaking to a customer on the phone and they state, "I can hardly hear you," you reply, "I apologize. Let me turn my volume up." You do not ignore the customer and continue on with the presentation. This lets the customer know that you hear them and want them to hear what you are saying because it is very important to you and the customer.

Appropriate Objection Response Used
TPG Corporate Education Library



In bowling, if you don't get a strike with the first ball you throw, you have the opportunity to pick up a "spare" with a second ball. To do so, you must adjust your aim to the remaining pins. The same goes for sales. If you don't get the sale on your first try, you must adjust to your rebuttal to overcome the objection. If you give a rebuttal that does not address the concern or objection, you have, in effect, thrown a gutter ball. Listen to what your customer says, adjust your rebuttal, and pick up that sale!

Notes for Week 2:

Week 3

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Adhered to Objection Response Usage Policy
David Vidlak, Associate

Uses Active Listening Skills
Marlene Hilderbrand, Performance Coach

We all know the story of Goldie Locks and the 3 bears. She enters the home of the bears and begins to taste the porridge on the table. Goldie Locks is not deterred when the first couple of attempts are not right for her and knows she needs to try the different sizes to find one that works. The same applies to managing the lead's objections. It is important to try more than once and to use alternative offers in order to find the response with the feature/benefit that fits the customer's need the best. There wouldn't have been much of a story if she decided to give up and leave after the first bowl of porridge was too hot just as not offering an objection response or providing too few does not allow much chance of converting the opportunity.

When you were younger often times you had a listening problem when your mother or father would tell you to do something such as the dishes, take out the trash or clean your room. You sometimes wait until you would hear, “Did you hear me? I don’t want to repeat this again!” Calls are the same. The customer provides you their name, address, zip code along with many items we may need for the call. The customer gives this information clearly and then the agent asks, “Can you repeat your name?” or “What is your zip code? This sounds to the customer as though we are not listening to what they are telling us. This can cause the customer to lose trust in the client. So don’t let the customer ask, “Did you hear me?”



Answers Customer Questions Appropriately
TPG Corporate Education Library

Not answering questions fully is like a shark with no teeth. He has less impact without his teeth and it lessens his chance of getting a full dinner. Give your answers some teeth by making sure your answers to customer's questions are complete, and the customer is fully satisfied by the end of the call.

Notes for Week 3:

Week 4

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"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."

Mahatma Gandhi

Matches Solution to Customer Need
James Bilodeau, Measurement Analyst

Properly matching the solution to the customer's needs is much like kicking the ball perfectly and strongly through the uprights. When the correct solution is matched to the customer's specific needs it enables the customer to be confident in the offer being presented. Having the properly matched solution also allows the agent to be confident in the event that a big gust of wind (Customer Objection) comes along to try to blow the kick (the sale) off course. Picking a generic solution is much like kicking a ball that only has the potential to just barely make it over the cross-bar. If you choose a generic solution for your customer you still may be successful some of the time, but there is not much leeway in case something goes off course during the call. Just like kicking field goals, you rarely get a do over during a call. Be like the good kicker, pick the correct solution to meet your customer's individual needs and score the winning field goal!

Explains Actions Necessary to Solve Problem
Carl Hobbs, Associate

The car mechanic sits you down and explains what has to be done to fix your car. He breaks the bill down to man hours and cost and shows you the discounts if any are applied. This is also true with your solution delivery. Think of yourself as the mechanic for your call situation. You must convey the course of action you will need to use engaging the customer in the acceptance of the outcome.



Notes for Week 4:
