

CUSTOMER RELATIONS IS IN YOUR DNA

In your daily life, and especially when you are communicating with a customer, it is essential to have a professional and respectful attitude at all times, and to adopt certain rules.

The Framework for a quality call

In order to conduct a quality telephone call with our customers, we recommend that you follow the same pattern, specifically:

- I introduce myself and address the other person by their name
- I check, complete and correct their personal info
- I find out what their request is
- I ask questions and reiterate their request if necessary
- I provide the solution
- I conclude by making sure that I have responded to all their requests
- I tell them about the customer personal space
- I invite them to answer the satisfaction questionnaire that will be sent to them at the end of the exchange

The basics

Some simple but important principles will also help you to conduct a quality telephone call:

- Remember, as the customer's contact, you represent the company and the image that the customer may have of your company. In the vast majority of cases you will be the only person in the company to have contact with our customers,
- Remain professional from the beginning until the end of your call out of respect for your customer.
- Answer private calls during your break,
- Do not answer questions from your colleagues or managers during your customer call
- Do not eat during a customer call
- Make the call more efficient by updating the customer's info while you're on the phone,
- Make notes in the file while you're speaking to the customer in case you forget essential information, thereby making the call more efficient.
- However, remember that it is strictly forbidden to make notes that are not related to the customer file.

In conclusion

My customer should feel unique and be treated with respect and empathy, just as you would like to be treated when you are dealing with customer services.

And don't forget, you can hear a smile over the phone! So it is important to answer the phone with a smile to give a positive image and create a positive atmosphere.

