Sunny Start-Up
Marketing

Checklist for Customer Service - Phone Support

❍ Train your customer service staff to always put on a smile before answering the phone.

❍ Always pick up the phone at the first ring (or max 3 rings).

❍ Draft a script that is short and to the point, yet sounds professional, e.g. “Good morning/afternoon/evening. You have reached [company name]. My name is [name]. How can I help you today?”

❍ Keep your call centre close to “home.” If you can avoid it, don’t outsource overseas.

❍ Give your staff the responsibility to act on your behalf.

❍ Find the best front desk professional to represent your company and culture. Pay them what they are worth.

Soft skills to check for during the recruitment phase:

❍ Attentiveness

❍ Eagerness to learn and improve

❍ Solution-oriented focus

❍ Persuasion skills

❍ Great interpersonal communication skills (using “positive” language)

❍ Exceptional time management skills

❍ Adaptability (ability to react to unexpected events)

❍ High emotional intelligence (e.g. ability to “read” others and sympathize)

❍ Ability to stay calm in stressful situations