



UNIVERSITY HOSPITAL

Newark, New Jersey

Topics:

- Create a Telephone Signature
- Define First Rate Customer Service on the Telephone
- Know and Understand Professional Telephone Techniques

Telephone Signature

You are the primary employee who sets the tone for a good customer service interaction on the telephone. Whether you speak to internal customers or external customers, good customer service must be consistent at all times. It is important to provide the following:

- ◆ Timely service in a courteous manner
- ◆ Understand that the level of service you provide is meaningful
- ◆ Stress the positive in all interactions on the telephone

It all begins with the way you answer the telephone. The way you answer the phone speaks volumes about you, your department and your institution.

Your tone, how many rings it takes you to respond and how you communicate with callers sends customers a message about your level of professionalism and what kind of service they can expect from you.

Guidelines to First Rate Service

- Treat internal calls with the same good manners and skill you use on external calls
- Treat every call as if the boss is calling
- Take initiative and answer a coworker's ringing phone
- "Sign" all phone calls with your telephone signature
- Smile when you answer the telephone, a smile can be heard in your voice



Telephone Signature

- Greet your caller with: "Good morning" or "Good afternoon"
- State your Department or Unit
- State your Name
- Ask: "How you may assist you?"

Inside This Issue

Helpfulness on the Telephone	2
Hold	2
Call Transfer	2
Screening Calls	2
Leaving a Message	2
Absence	2

Helpfulness on the Telephone

Screening Calls

- Ask for the caller's name and purpose of the call.
- Say the person requested is not available if that is the case.
- Don't ask for the caller's name and information, then say the person is not available.
- Know the availability of the person that is requested.
- Offer to take a message.

Hold

- Give customers a choice of being put on hold or having their call returned.
- Explain why you are putting the customer on hold.
- Check back at least every minute.
- Thank the customer for holding.



Call Transfer

- Be sure you transfer the call to the correct person.
- Tell the customer who they will be transferred to and the phone number in case you are disconnected.
- Give the receiver a brief description of the customer's needs to enable a higher level conversation between the caller and receiver. It also eliminates the "cold call."
- Proceed to transfer the call ensuring that all parties are connected before hanging up.

Leaving a Message

- Prepare to leave a message before you make the call
- Know what you're going to say before the beep.
- Always leave your name, department, time and day as well as the purpose of the call.
- Leave your telephone number and the best time to reach you.
- Keep your message brief.

Message Taking

- Immediately record messages
- Write clearly and legibly
- Record names and telephone numbers
- Verify the caller's information and ask if they'd like to leave a message
- Record important details

Customer Expectations

- Responsiveness
- Empathy
- Tangibles
- Assurance
- Reliability
- Pleasant Tone

Absence

- If you know that you'll be out of the office for a day or two or an extended period of one week or more, leave an extended greeting message.
- Let callers know when you are out of the office and when you'll return.
- Tell callers who they can speak to in your absence and leave a number.

Wrong Numbers

- Always apologize for dialing a wrong number.
- Don't just hang up.



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