

Is Your Inbound Phone Script As Effective As Possible?

It can be said that a tradesman is only as good as the tools he is using. This applies to your business as well. The telephone is inarguably the most important tool a business has, and so it should be used EFFECTIVELY. Good businesses will have robust rules and scripts around using the telephone for both inbound and outbound calls. How effective are your business telephone scripts.

What are business telephone scripts?

A business telephone script is communication tool which sets the standards for how your incoming and outgoing calls are dealt with by your staff. It may often be the first impression of your company. Don't let it be your last. Telephone scripts are guides to enable your staff to provide a consistent and effective level of customer service. However, it is also important to note that they are guides and your customers enjoy talking to a person on the other end of the phone, not a voice with set responses.

What makes an effective inbound telephone script or process?

1. Try and answer inbound calls in person rather than voice mail and message options
2. Answering the phone within three rings is fantastic; four or five is polite; six or more rings borders on poor business practice
3. If your customers haven't looked at your website, this first initial contact may be the only impression – make it count. Do this by being warm, courteous and helpful.
4. Set an expectation for all staff to answer the phone identifying your company name, their name and a greeting. For example, Hello Cackle Telecommunications, its Lisa speaking how can I help?
5. Speak clearly and at a moderate pace (150-180 words a minute can be considered moderate)
6. Make a list of frequently asked customer service questions and how they should be dealt with effectively, this should a reiteration of what the next step is the customer has to take. For you being in business is all about them, make it easy for them.
7. Use positive language and phrases and try to avoid slang. If you are not sure of an answer use something like, 'I'll have to find that out for you. What is the best number to contact you on with the answer?'
8. Ensure all messages are answered on the same day. This is very important to ensure high levels of customer service.
9. Never just put your customer on hold, always ask their permission first.
10. If you or your staff are frequently on the telephone, using the computer at the same time – use a corded or wireless telephone headset. They make it easier, by having you hands free to access the information your customers will need.