



# Paper Planes

## Standard Operating Procedures: Call Centre

### Greeting Customers

When dealing with existing customers, always greet them with their name. Use information from the client database (such as location) to ask a question, to start building rapport. An example could be 'how is the weather in [location] today?'

### Rapport Building

In Retail, building rapport with the customer is an important part of the communication process. A great method for building rapport is opening the call with a friendly greeting, using active listening (not just waiting for your turn to talk) and displaying empathy with your caller, such as 'I understand what you mean' or 'I can see where you are coming from'.

### Open Questions

Ask open questions, to get the details on how you can help the customer. Open questions start with What, Where, When or Why, and get the customer talking, instead of just answering Yes or No.

### Positive First Response

As most sales calls are inbound, the client generally already has an idea of what product they are after. In which case, make sure you use the Positive First Response technique for any enquiry:

- Start with a positive word, or statement.
- Repeat back to the client what they are interested in, and why (active listening).
- Use open questions to find out more.

### Upsell

It's no surprise that an inbound phone call is the best opportunity to upsell to a customer, as they are most likely already interested in buying. Our process is similar to Positive First Response:

- Start with a positive – like "thank you for selecting that product".
- Suggest an alternative or additional product, based on your previous active listening.

### Customer Feedback

Here at Paper Planes, we take customer feedback very seriously. If a customer, or even yourself identifies an opportunity for improvement, you are encouraged to email your team leader a report. To make the process as easy as possible, your report should include the following points:

1. The identified problem / opportunity for improvement.
2. Why is it a problem, or in need of improvement?
3. Your suggestions on how it could be improved.
4. The benefits the improvement would bring to the business.
5. Who might need to be involved in the improvement?