

## **Video Transcript**

### **Proper Telephone Etiquette by Theo Gilbert-Jamison**

Can you believe that in spite of all the various ways people communicate eighty percent of all business is still conducted by telephone, and that in most cases or instances the telephone is the first impression that customers have of us?

So let's talk about how crucial proper telephone etiquette is in raising the bar. Let's start by clarifying what proper telephone etiquette should look, sound, and feel like. We should answer all calls with a sense of urgency, meaning within three rings and with a smile. Keep in mind people can hear a smile over the telephone. Also, we should always be prepared with pen and paper just in case we need to take detailed notes or a written message. If we must place a caller on hold, first always ask, "May I please place you on a brief hold?", understanding that in rare occasions the caller might actually say no. If the caller is holding for an extended period of time, which could be as little as two minutes, follow-up to see if they'd like to continue holding. Never ever blind transfer a call. That means transferring the call without first introducing the caller.

Now, what should exceptional telephone etiquette sound like? Well, our voice should be consistently pleasant, enthusiastic, welcoming, and not robotic. We should be clear and concise in our speech, consistently using our established telephone etiquette script for our department, and if you haven't seen the script for your department in quite a while check with your leader or supervisor. If they don't have one just send me a quick email and I'd be happy to send you a great template to follow and help you customize it for your team. Now, if everyone is aligned concerning the use of proper telephone etiquette how will customers feel? Well, after each call I can guarantee that they will feel valued, taken care of and listened to, they will feel well served and not treated as an interruption of our work, and what's most important is that at the end of the call they leave feeling confident that they will be directed to the correct person to take care of their call or need with expediency.

[Music]