

Face-to-face

- Listen for detail, e.g. request for product name and price
- Show empathy, respect and respond appropriately by using suitable facial expressions, body language, use of language and intonation
- Where necessary note down complexities of detail to be followed up later
- Speak clearly and check the customer has understood the verbal response given
- Where appropriate note down details for customer

On the telephone

- Check caller details or repeat information request with caller to confirm understanding or listen again to recorded message
- Make legible and accurate notes and check them with the caller or the recording
- Speak clearly and concisely in response to query, e.g. suitable use of language and tone
- Ensure that the customer has understood the response before completing the dialogue
- Repeat information, e.g. telephone numbers if leaving a recorded message

Understanding the business

- Understand that questions can come in different forms and can affect the kind of response required, e.g. response may require some research before answer can be given
- Develop knowledge of organisation's systems to support customer relations
- Develop relevant research skills, e.g. how to use an electronic database to check stock and deliveries

Respond to queries from customers - both verbal and email

Email

- Ensure all queries from customers are answered within the reply
- Recognise and use conventions of email, e.g. use the 'Subject' box to give a title to the message
- Include all necessary detail, e.g. reference numbers, names of products, plus own name and job title
- Send photos, graphics or documents as attachments to email where necessary
- Insert or attach tables, charts, diagrams, images as necessary
- Add hyperlinks into email if required, e.g. hyperlinks to direct the customer to various parts of the website for tracking orders, delivery information