

## Customer service on the phone

### *Making a good first impression*

At least 75 percent of business begins with a phone call.\* Like your front door, it's the first impression a potential customer will have, so you want to be sure that your team's phone etiquette is up to par. Whether answering the phone, placing calls or leaving messages, there are ways to ensure that the first impression you make is a good one, especially with potential new business prospects.



You may have heard of the old saying "smile and dial." Well this is true whether or not you are dialing or answering incoming calls. Your customers and prospects can hear it in your voice if you are literally smiling on your end of the call. This helps give a pleasant and welcoming tone to your voice.

Here are some other tips to remember for good customer service on the phone:

- Be sure to answer all calls by the third ring to ensure you don't lose a potential customer to your competitor.
- Address callers by name to make them feel like they are more than just a potential sale.
- Have account information handy when speaking to existing customers so you sound familiar and informed.
- Make notes of any conversations so you may refer to them the next time you speak. If you have a CRM system, use it to keep track of any important information about that customer such as birthday, last job performed, etc. This demonstrates an interest in them and lets them know you value their business.
- Be sure to understand why they are calling so you can respond to their specific need rather than just reading from a standard script. Is it an emergency? If so, treat the call as such by getting the most critical information first. You can always get details about their address and availability once they have decided to do business with you.
- If a customer gets your voicemail, be sure to direct them to your Kudzu profile for more information, especially if they are calling after hours. Even better, use call tracking to ensure you don't miss a single call.
- Always return phone messages promptly, and make follow-up calls after jobs have been completed to ensure that your customers were satisfied the service they received.

Making a great first impression over the phone opens the door to winning over prospects, generating positive word of mouth and closing even more deals!

\*From: [Telephone Etiquette - 6 Ways to Make a Great Impression On the Phone by Lynda Goldman](#)

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