



# Great Customer Service on the Telephone

*Kristin ANDERSON*

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## Great Customer Service on the Telephone Kristin ANDERSON

First impressions are often lasting impressions. How customers are treated on the phone can quickly turn them into either an ex-customer or a customer for life. This thorough, quick-reading guide shows anyone who uses the phone -- from salesperson to manager to secretary -- how to treat it as a service tool that directly impacts on company profits. Readers will be able to double their effectiveness when they learn how to:

- \* handle irate customers
- \* end those ""endless"" calls
- \* take meaningful messages
- \* handle conference calls and transfer calls
- \* screen calls and ask focused questions
- \* use the phone during emergencies
- \* improve their voice effectiveness

With worksheets, checklists, and fill-in forms, this desktop primer will inspire fabulous phone service.

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