



Feature Article

Customer Service via Telephone

by Peggy Morrow

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Is your business telephone hurting you or helping you? When was the last time you called your place of business to rate how customer friendly your telephone procedures are? It's very important to "mystery shop" your own business occasionally to get an idea of what your customers are experiencing.



Here are some typical telephone pet peeves with automated systems I hear from customers. Is your business or organization guilty of any of them?

The number one complaint is too many choices on an automated answering system. You should have no more than three choices on an automated system, with the fourth choice being an operator. Then you can give the customer three more choices after they have punched that first number. But no more after that. They should reach their party after two rounds.

Customers should also be able to back out of the system if they find they have punched in the wrong choice. The customer shouldn't have to call back again and start all over. When that happens, he will usually decide to spend his money with another business. Can your company afford for that to happen?

Another pet peeve is when there is no "out" on an automated system and you end up in "voice mail hell." Sometimes a customer has an urgent message for someone and needs to talk to him right away. So she needs to speak to someone who can get him a message immediately. But there is no way to get a real person and you are left to leave a message in someone's voice mailbox with no idea of when it will be retrieved.

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And there are always those customers who want the phone answered with a "real person." Many businesses are moving back to a telephone receptionist from the automated systems in order to differentiate their business from the competition.

Check to see if your recorded message is fuzzy or distorted. Is it too loud or too soft? What kind of impression does it make? Positive or negative?

Resolve to call your business today and see how your phone is answered. Is it professional enough that you would want to do business with your company? What is your waiting time on hold? When answered by a "real person" do they convey enthusiasm that you have called or are you made to feel as if you are an interruption in their day? Call SpeakerPro Bureau if I can help you with your telephone impressions.



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PEGGY MORROW, CSP

CUSTOMER SERVICE

Keep Moral Up

Want to keep employee morale up? Studies show that people are stimulated and motivated by a changing environment.

So pick a holiday each month and have employees change the décor to fit that holiday. Even better, find wacky holidays to celebrate.



People are talking about Peggy....

Peggy has a gift for making her workshops entertaining, interactive, and rewarding. The bonus we received from her training was a greater "sense of team." I have no doubt that any organization who utilizes her for staff development will be as "wowed" as we were."

William G. Raffetto, Ed.D., San Jacinto College Central

ABOUT PEGGY MORROW:

For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.

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WILLA DECKER

HEALTH & WELLNESS

Protect and Treasure

Protect and treasure your true friends. They are worth more than material things you have.



People are talking about Willa....

"You willingly reached into your well of goodness and gave each of us a part of yourself. Your evaluations were a 9.4: a win-win for everyone. On behalf of The Sealy Center on Aging at UTMB, the staff at the Camp Allen and The Episcopal Health Charities, we deeply appreciate the vital role you played in making the fourth annual Abundant Aging event such a great success."

Helen A., Visiting Scholar, UTMB

ABOUT WILLA DECKER:

Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.

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DONNA FISHER, CSP

NETWORKING

Be as Good as Your Word

Being your word is pretty simple. It may not always be easy, but it is simple.

When you say you're going to call, call. When you say you're going to send information, send it. Do what you say you will do, and you will develop trust and respect for yourself and others.



People are talking about Donna....

"You are truly a crowd pleaser! It was one of the best programs we have had. Your ideas gave everyone something to think about and you were entertaining, fun and professional. The evaluations were high and the comments all positive!"

K. Baker, Meeting Professional International

ABOUT DONNA FISHER:

Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.

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TERESA BEHENNA

CHANGE

Link me Up Scottie!

Linked In is the Granddaddy of all sites for business connections. After registering with Linked In, join groups relevant to your industry.

There is a comprehensive group directory to browse through including Conferences, Corporate, Non Profit, etc. Be warned: sit down with a very large cup of coffee. There are several hundred thousand listings.



People are talking about Theresa...

"What a wonderful unique program! We truly appreciated your talent and creativity. Everyone really enjoyed it and the proof is in the excellent evaluations we received."

Cara Johnson, Houston Apartment Association

ABOUT THERESA BEHENNA:

This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.

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TOM BRITTON

SALES & MARKETING

Their Sign

Everyone that you come in contact with this week has a sign around their neck. They forget that sign is there. But don't YOU forget.

Their sign reads: "Make Me Feel Important." Sincerely follow their sign's instructions and watch what happens.



People are talking about Tom...

"Your presentation received top marks at our National Sales Meeting in San Diego. You met and exceeded my expectations and included all of the elements, just as I asked."

Federal Sign Co.

ABOUT TOM BRITTON:

Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?

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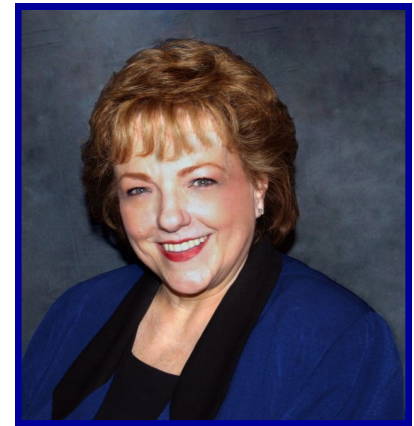
SUE PISTONE

ORGANAZATION

But and Why

Successful people replace the buts and whys in their lives with **And** and **How!**

You will be amazed with the results when you implement this idea.



People are talking about Sue....

"I love my system. What's best is everything has a home. It may not always be living in its home, but when I clean I know exactly where it goes and I am easily back on track. Thank you, thank you!"

Susan Tornlof, Senior Accountant Executive, SkillSoft

ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.

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WAYNE SPRINGER

LEADERSHIP

Inspect Everything

Leaders by their very role have to be effective delegators. The paradox is that the leader is responsible for an outcome, but usually can't be the one directly taking the action to accomplish the outcome.

The leader must rely upon the follower. The solution for the leader is to follow up on, and inspect everything that has been delegated.



People are talking about Wayne....

"I would absolutely recommend your presentation. The information was useful and not just academic. I liked that everything was immediately applicable to our business. My unqualified congratulations to you!"

Virtus Brown, First World Corporation

ABOUT WAYNE SPRINGER:

When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.

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