Agreeing and Disagreeing in the Call Centre.

Activity One - read the expressions : **AGREEING**



Absolutely	I agree with you but...
Of course	Yes, I agree however
Indeed	I totally agree with you but the issue is that...
Yes indeed	I am sure you are right, however I'm afraid...
I totally understand	
I agree one hundred percent	

DISAGREEING



I'm afraid I can't agree to that	I think you may have misunderstood, that's not our policy.
I'm sorry but I can't authorize that	I think there has been a misunderstanding, that won't be possible.
I'm afraid that's not going to be possible	We are unable to offer that option.
I must say I disagree	

Activity Two - Read the article and say if you agree or disagree.

Can answering calls more slowly improve customer sat?
21 Sep 2011

Analysis of 500,000 customer satisfaction surveys has revealed that customers are in fact less concerned by call waiting time than many in the contact centre industry believe. While satisfaction began to fall after the customer was kept waiting for more than two minutes, this could be counteracted by high levels of agent engagement and product knowledge.

"Regardless of how long they were kept waiting, if the customers felt the agent cared about dealing with their query, knew what they were talking about, and resolved the issue effectively, they still ended up satisfied," says Mats Rennstam, MD of Bright UK.

He continues: "Yet, the most common performance target in our industry remains call answering time."

"A relentless focus on call answering can deflect attention from the more important issues of agent knowledge and engagement and so reduce customer satisfaction. "

Do you agree

Do you agree

Activity Three - again say if you agree or disagree with the article using the expressions. (www.callcentre.co.uk)

It's natural to prefer the only real option

I don't think it's true that customers prefer service over the phone. I think just don't have any other option for getting resolution.

I think the reason most people say they prefer it is because it is simply the most reliable channel. I bet if those customers geuninely thought their query could be resolved using a text message or through instant messenger, the results would be very different.

Do you agree

The trouble is, consumers have been trying to use alternative channels for years, and have found them lacking. This is what is driving this reliance on the voice channel, not the fact that customers want to speak to an agent.

Essentially, all customers are looking for is reassurance that something will be done about their query when they hang up the phone. And at the moment, the most reliable option is to use the phone.

Companies that do not look seriously at alternative channels for customer service risk being left behind, especially as the proliferation of smartphones will drive demand for online service even higher.

There are so many benefits to offering a fully-fledged multi-channel strategy - you just need to make sure each channel is reliable.

Activity Four - Rôle Plays. Respond to these situations using the expressions for agreeing and disagreeing.

- An angry customer is saying that Ikea only cares about the money and that they really have no customer service !
- A customer would like to receive a missing part of their kitchen within four days because they have a workman coming to assemble it.
- A customer would like a full re-fund because they have realised that the cot they bought is too big for the room. They are an Ikea family cardholder.
- A customer would like to receive their missing screws the next day by post because he needs to finish assembling his living room shelves