

## CUSTOMER SERVICE (NON-FACE-TO-FACE)

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### 1 GOALS

The goal of the Guidelines to remote customer service is:

- To get familiar with the basic guidelines to manage the relationship with customers in a remote way and adapt our attention to their needs.
- To explain how to use emails properly.

### 2 BENEFITS

The benefits that the customers perceives in the tourist companies/services that apply the knowledge of this non-face-to-face customer service guide, are:

That the company/service has guidelines to effectively identify and deal with remote communication with customers.

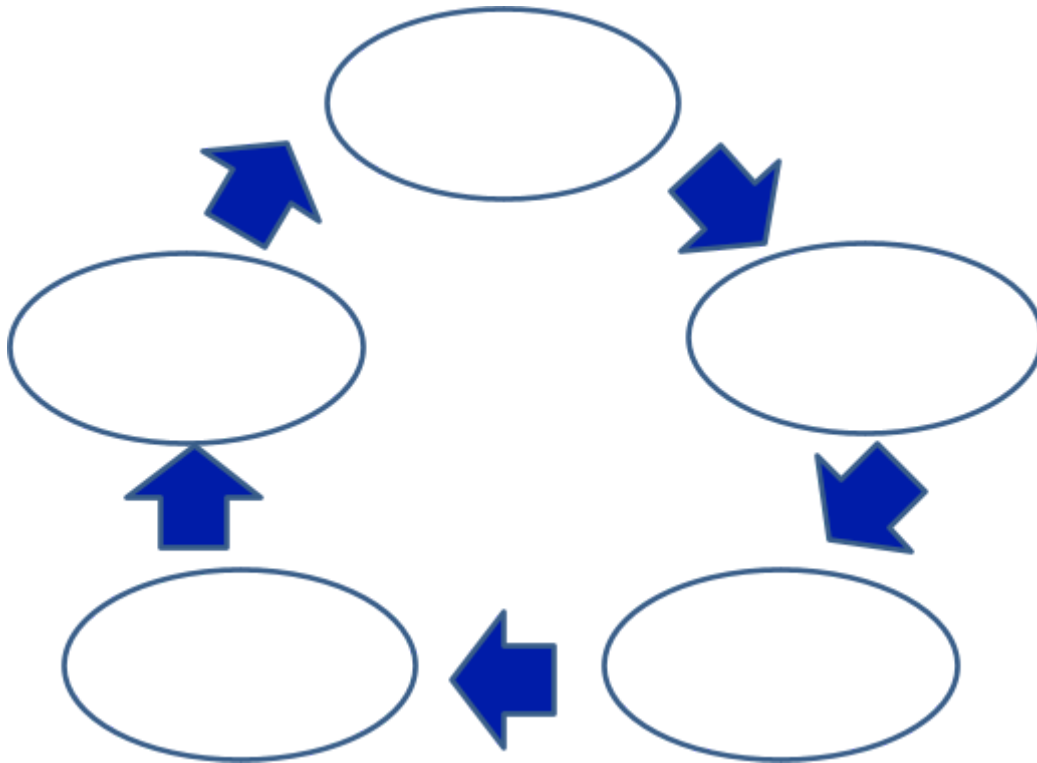
### 3 General telephone service guidelines.

Telephone service has advantages and disadvantages; advantages: versatility, flexibility, speed, comfort, immediacy and geographic breadth.

However, it also has its drawbacks: coldness, non-verbal communication is hard to perceive, it must be shorter, simpler and more formal.

### PHASES OF TELEPHONE CUSTOMER SERVICE

1. Before the calling
2. Reception.
3. Action
4. Closing and goodbye
5. After the calling



### 3.1. PHASES OF TELEPHONE CUSTOMER SERVICE. Before the calling.

- You have a script for receiving calls. Ex. "Good morning, you have called Hotel XX, Eva is with you, how can I help you?"
- You have the answers to the most frequent requests and questions ready. For ex. service rates, availability on certain dates, offers, etc.
- You have tools at hand to write down: pen and paper, tablet, reservation program, etc.

Priorities to consider:

- If a customer is present when the call is received, always attend to the customer present.
- If you are talking on the phone when a customer arrives, finish taking the call.

### 3.1. PHASES OF TELEPHONE CUSTOMER SERVICE. Reception.

We must receive the call quickly, it is important to smile even if no one is present, the smile facilitates a more pleasant tone and predisposes us to

provide a better service; I must identify myself so that the interlocutor knows with whom he is speaking and offer a more personal contact and to solve any questions or issues that the interlocutor has

FIRST IMPRESSION IS THE MOST IMPORTANT; and in many occasions the first contact with the customer is on the phone.

### 3.1. PHASES OF TELEPHONE CUSTOMER SERVICE. Action

During the call we must be prepared to solve different actions:

- Respond to customer requests.
- Transfer the communication to another person or department
- Address possible complaints.
- Collect information to take actions after the call.

### 3.1. PHASES OF TELEPHONE CUSTOMER SERVICE. Closing and goodbye.

When we are going to end the call it is very important:

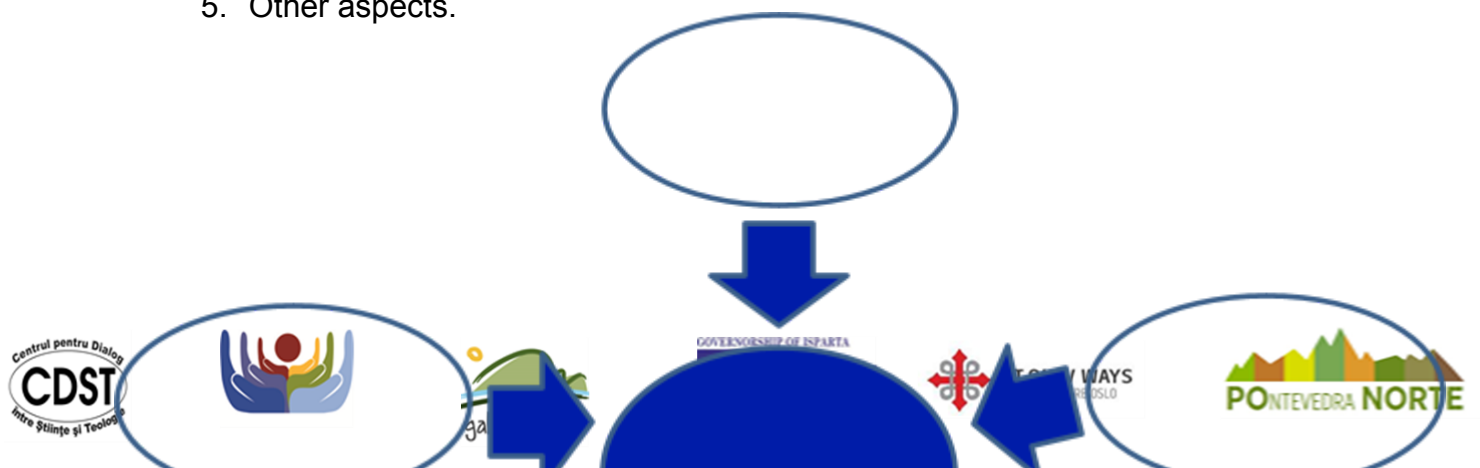
- To make a brief summary of the conversation.
- To give thanks for the call.
- To say goodbye by calling the person by their name.
- To wait for them to hang up.

### 3.1. PHASES OF TELEPHONE CUSTOMER SERVICE. After the calling.

We must do as soon as possible with what was agreed on the call; sending information, confirmation of reservations, prices of the services consulted, etc.

### 3.2. ASPECTS TO CONSIDER IN TELEPHONE CUSTOMER SERVICE.

1. Body
2. Smile
3. Voice and intonation.
4. Expression capacity.
5. Other aspects.



### 3.2. ASPECTS TO CONSIDER IN TELEPHONE CUSTOMER SERVICE. Body.

We must keep our body straight, be relaxed and keep the headset at about 5 cm. From the mouth.

### 3.2. ASPECTS TO CONSIDER IN TELEPHONE CUSTOMER SERVICE. Voice and intonation.

We must modulate our voice, speak slowly and pay attention to pronunciation, especially with those customers from other regions or countries who may have a greater difficulty understanding us correctly.

### 3.2. ASPECTS TO CONSIDER IN TELEPHONE CUSTOMER SERVICE. Expression capacity.

As we have said before, the first contact with our business is the most important and often occurs on the phone, therefore the person who answers the calls must have a correct expression capacity and be able of expressing themselves;

- Using positive phrases.
- Avoiding the use of past or conditional verbs.
- Using neutral terms.
- Expressing security.


- Dynamism
- Energy
- Enthusiasm
- Vitality
- Movement
- Passion



- Avoid contacting the interlocutor unless they give permission.
- They should not use words ending in (ly or ily), or hyperbolic (super, great, fantastic, etc.)
- Avoid being condescending and do not speak in diminutives.

### 3.2. ASPECTS TO CONSIDER IN TELEPHONE CUSTOMER SERVICE. Other aspects.

There are other aspects that we must consider when maintaining our telephone communications such as:

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Do not hang up</li> <li>• So that?</li> <li>• From part?</li> <li>• I'll tell you when I see it</li> <li>• I do not promise anything</li> <li>• You have not understood it well</li> <li>• Do you understand?</li> </ul> |  | <ul style="list-style-type: none"> <li>• Thanks for waiting</li> <li>• What is it about?</li> <li>• From who?, please?</li> <li>• I will give you your message when I return</li> <li>• I will do my best</li> <li>• I have wrongly expressed myself</li> <li>• I explain?</li> </ul> |
|---|---|---|

## 4 The email.

It is one of the main remote means of communication for organizations, but we must bear in mind that it is not a perfect communication tool since it does not allow us to transmit emotions or nuances as with other communication channels.

However, it is a communication channel that provides important benefits:

- It is a very fast information transmission method
- It allows us a wide scope at a low cost.
- It makes it possible to send files, photos, videos, etc...

There are a series of steps that we must take into account when writing an email:

- Subject.
- Write the content.
- What management are we performing?

## SUBJECT

It should only contain:

- Brief description of the email content
- Mark with priority or not

It must be simple, effective and not misleading

## CONTENT

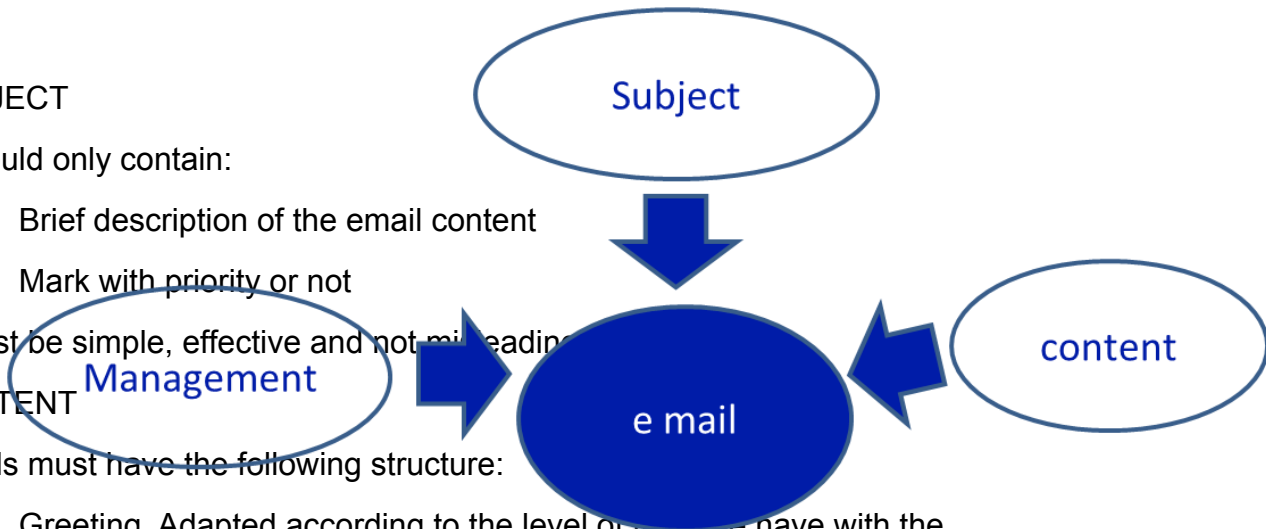
Emails must have the following structure:

1. Greeting. Adapted according to the level of trust we have with the recipient.
2. Message. The actual content of the email.
3. Goodbye. Brief and also adapted to the recipient.
4. Signature. Name of the email sender, as well as contact information. It is good to include the name and logo of the organization.

When writing the email we must take into account:

- It is better to use plain text with no ornaments.
- Use short sentences.
- Do not use emoticons.
- Divide the text into paragraphs to facilitate reading.
- Do not use capitalized words as they are equivalent to shouting on the Internet.
- Be careful with the font size (neither too big nor too small, between 12 and 14).
- Use a line spacing of 1 or 1.5.
- Use straight letters (e.g. Arial) as they facilitate reading.
- Be careful with watermarks, they can make reading difficult.
- Check spelling and grammar.

## 5 CONCLUSIONS



- Non-face-to-face care is more rigid than face-to-face, since non-verbal communication is absent.
- During the telephone customer service we have to pay close attention to our body posture, our smile, our voice and our intonation.
- Emails are one of the main channels of communication with customers, so it is necessary to pay attention to their presentation and content.