



**CO2 TRAINING:**



**“MANAGING PHONE  
MANNERS”**



**FACILITATOR: CH(CPT) JOE HUGHES**

# THE CHALLENGE OF TELEPHONE MANAGEMENT

- **96% OF ALL DISSATISFIED CALLERS WILL NEVER COMPLAIN ABOUT THE WAY YOU TREATED THEM.**
- **90% WON'T CALL BACK.**
- **EACH OF THE 90% WILL TELL AT LEAST 9 OTHERS HOW YOU TREATED THEM.**
- **13% WILL TELL 20 OR MORE HOW YOU TREATED THEM ON THE PHONE.**



# WHAT DOES THE CALLER (SOLDIER/CIVILIAN) EXPECT?

- **RELIABILITY:** Dependable, accurate, and consistent information.
- **RESPONSIVENESS:** Helpful, prompt service.
- **ASSURANCE:** Knowledgeable, courteous, and confident assistance.
- **TANGIBLES:** A system that works; professional leadership.
- **EMPATHY:** Individualized attention; someone who will listen.

# IT'S ALL ABOUT PEOPLE

- REMEMBER WHAT BUSINESS YOU'RE IN.
- IDENTIFY ALL THE POSSIBLE SCENARIOS THAT COULD BE PRESENTED BY THE SOLDIER/CIVILIAN.
- MAKE IT EASY FOR THE CALLER TO COMMUNICATE WITH YOU.
- LISTEN.
- PERIODICALLY EVALUATE YOUR COMMUNICATION SKILLS.



# THE CHALLENGING CALLER

- THE SHERMAN TANK (“ATTACK”)
- THE SNIPER (“GOTTCHA!”)
- THE EXPLODER (“FIRE FOR EFFECT!”)
- THE RECRUIT (“WHAT WAS THE FAX”)
- THE WHINER (“WAAH...SNIVEL, SNIVEL”)



# ROADBLOCKS TO COMMUNICATION

- UNFULFILLED EXPECTATIONS
- UNFULFILLED NEEDS
- LOSS OF JOB FOCUS
- PERSONAL ATTITUDE
- LACK OF UNDERSTANDING



# THE MOMENT OF TRUTH (MOT)

“The point when the expectancy level of the customer contacts the service delivery level of an organization.”

(Tom Winninger, SAS)

