



# CALL FLOW & STRUCTURE

Set a positive foundation for every customer conversation whilst balancing the need for regulatory compliance

## COURSE OVERVIEW

Did you know, on average we draw opinions about others within the first five seconds of meeting them? This means you barely have time to greet a customer before they form an opinion.

This eMatrix course will train you how to balance the need for call compliance requirements whilst having a naturally flowing customer conversation.

## LEARNING OUTCOMES

- Identify and overcome the reason for customers who hang up during the early stages of a call
- Set the tone early through voice control and use of basic good manners
- Weave in call recording scripting as part of the natural flow of conversation
- Manage verification efficiently
- Overcome common objections to verification
- Avoid rapport building blockers
- Understand framing, what this means and how to apply it to your calls
- Place a customer on hold and/ or transfer them in a professional manner
- Close a call in a controlled and thorough manner