

Relationship/Rapport Building

Creating a common bond of trust so that the customer feels acknowledged, supported and important.
Having a rapport with someone means you understand them well enough to experience the world through their eyes.



**Customer Rapport
=
Customer Loyalty**

The average business loses around **20%** of its customers annually by failing to attend to customer relationships.



Positive memorable greeting.

Thank the customer for calling, introduce yourself, and offer assistance. Make the customer feel welcome. Use the IVR if it helps.

Acknowledge the situation or issue implied by the customer. Show empathy or apologize if appropriate.

Take ownership. If the customer has spent some time explaining a frustrating situation to you, then begin your response with a short, direct statement of intent to gain the customer's confidence.

Display personal interest in the customer's problem. Share similar experiences with the customer if appropriate.

Be respectful and show common courtesy. Never talk down to the customer or talk over them.

"Please"

"You're welcome"

"My pleasure"

Ask for their **name** before you ask for a claim or property address. This will make the customer feel like an individual.

"May I please ask your name?"

HUMAN ELEMENT

79% of customers prefer the telephone as their method for interacting with Customer Service centers.



**Thank
You**