

Wrap Up

Ending the call is just as important as the initial greeting.



Last Opportunity

- To make sure the caller is completely satisfied with the service they received.
- To ensure they hang up with a positive impression of our company.

A customer is 10 times more likely to stop doing business with a company if their issue or problem was left unresolved after their first phone call.

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TIMES



Summarize the information that the customer needs to know or have.

Ensure the **customer has a clear understanding** of what is going to happen (the next steps). Get agreement.

"Just to summarize..."

"Does that work for you?"

Celebrate the resolution if appropriate.

"I'm so happy we got this figured out."

"I'm so excited for us!"

"I love that we're getting this worked out for you."

Express appreciation and use the **company name** to close the call.

Personalize the close. If the customer shared something personal/positive, the representative can organically reference that during the close.

"Enjoy your trip!"

"Have a great wedding!"



“A satisfied customer is the best business strategy of all.”

- Michael LeBoeuf, Business Author