

TOP 10 THINGS NOT to Say on a Customer Service Phone Call

10

“You have to...” or “Give me.”

Even though they are reaching out for help, customers don't want to be told what to do – they would like to remain in control. Start your requests with, “Please.” or “I'd appreciate if you could.” or “To resolve this, I need you to...”

9

“I'm really busy.”

Customers want to feel like they are the priority even if you are busy. Try saying something like, “I'd like to look into this further and give you a call back when I have more information. What time is good for you?” Be sure to follow-up at the time you promised.

8

“That's not my department.” Or “That's not my job.”

The caller doesn't need to know your role at the company; they just need to be directed to the right person who can help. If you lack the knowledge or responsibility needed to correct an issue, quickly put the customer in touch with the right person.

7

“You're wrong.”

Nothing angers a customer more than hearing an accusatory statement. Try saying, “I don't think that is correct.” or “You may be misunderstanding this.” or “Hmm, let me see if I can explain this a little better.” Even if the customer is wrong, telling them will make a bad situation much worse.

6

“Sorry.”

Sorry alone feels impersonal. Try and sound more sincere by using phrases which imply empathy such as, “I understand your situation or I understand your concern, I will help to resolve this for you.”

5

“Maybe...”

Customer's don't want to hear maybe, probably or something else wishy-washy. They want to hear a definitive answer. By not being definitive, the customer loses faith in the rep's ability.

4

“I can't.” or “No.”

Customers don't care what you can't do; they want to know what you can do. Try statements like, “Here's what I can do.” or “Let me connect you to a representative who can be of more assistance.” Always remain upbeat even when you can't do what they are asking.

3

“I'm new at this.”

The customer may pretend to be nice and give you empathy, but they really just want to be transferred to someone who knows what they are doing.

2

[silence]

Take the time to explain what is going on and what you are doing. After only 7 seconds of silence or “dead air,” a customer begins to wonder what is going on. Make the customer feel at ease by filling the silence.

1

“I don't know.” or “No one's ever asked me that.”

The customer assumes you know most of the answers to their questions. Saying you don't know causes them to lose confidence in you and the company. Try these phrases instead, “Great question, let me check.” or “I will find the answer for you right now.”