



Voice Tones

A recent quote stressed that '90% of the friction of daily life is caused by the wrong tone of voice'. Maybe the math is correct, maybe not, but it does emphasize the point that human beings are excellent communicators! Regardless of what we may say, it is very difficult to hide how we really feel about something due to two things: our body language and our tone. Because so much 'service' is delivered over the phone, we can't always see body language, but we certainly can hear tone. And it speaks volumes about how the service provider feels about the work, the customer, and possibly the employer. This month we focus upon the 'impact' of poor tone on your customer.



Don't use that tone with me...

By David Colman

Normally when I book hotels, I use the internet. The bad news about using the internet is it is not the 'personal touch' experience that we often crave. The good news is that it's not the 'personal touch' that we often receive!

Recently, I had to book a hotel in Florida directly over the phone, rather than the more reliable, but perhaps less personal, internet approach.

The hotel I called in Tampa is part of a major international chain. I was hoping for, and expecting, a warm and courteous reception when I called. What was I thinking?

But the agent's tone and attitude told me that perhaps:

- She hated her job (at least at that moment)
- I'd interrupted her daily ritual of watching Oprah
- She was discussing last night's date with a friend, or
- I was the least important person in the world to her

Instead of an impersonal experience with the internet, I had to put up with an disinterested employee with attitude.

It makes you wonder, doesn't it? There isn't a service provider or a CEO on this planet that doesn't promise that their company offers the best in courteous service. But something gets sadly lost in the translation.

- What don't they get?
- Do they think nobody will notice?
- Do they understand who is paying the bills?

Nothing is simpler in business. Treat the customer with the respect and courtesy they deserve and there's a good chance they'll come back. Treat them badly and, given a choice, you'll never see them again – ever.

- So what are you and your company doing to make sure that there are only positive experiences in your real or virtual store front?
- What are you looking for when you hire these folks?
- How are you rewarding them for their success?

- What training are you giving them?
- How are you making them accountable?

We all know that the people who serve our clients are absolutely the most important people that work for us. Set the bar high for them, reward them appropriately, and monitor what they do. Your bottom line and your shareholders are depending on it.

To all the agents out there who sound disinterested, please don't use that tone with me or anyone else. If you can't change it, find a job that you like.

TriOpus Group's customer service programs stress the importance and skill of consistently using the best tone of voice with every customer interaction. If your team could use a boost in the service arena, why not give us a call at **1-800-864-2721** and see how we can make a positive difference in your employee and customer satisfaction results!

We guarantee you'll appreciate our pleasant voices!



“The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer.” PETER DRUCKER

This a monthly publication intended for clients and associates of TriOpus Group. We welcome any comments, suggestions or questions you may have. Please contact us at 1-800-864-2721 or email Tamara Kerr, Partner at tamara@triopusgroup.com

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