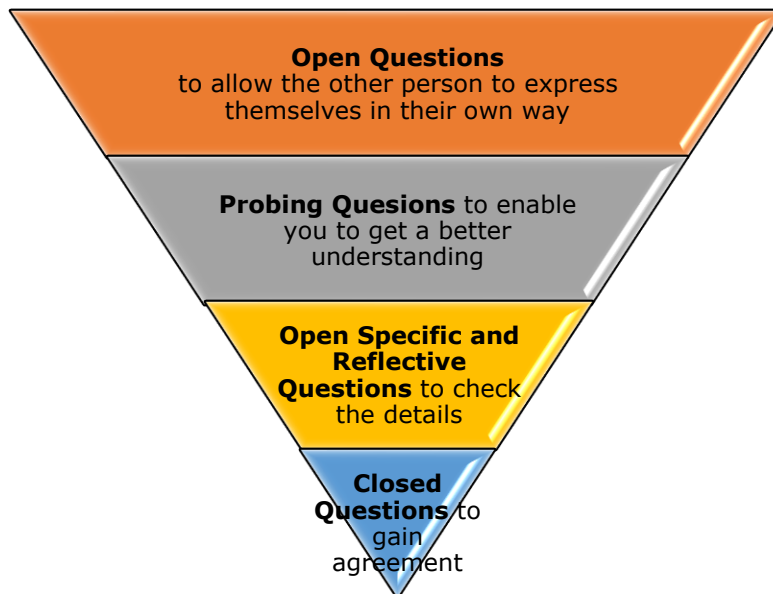




## Communicate (on the Telephone)

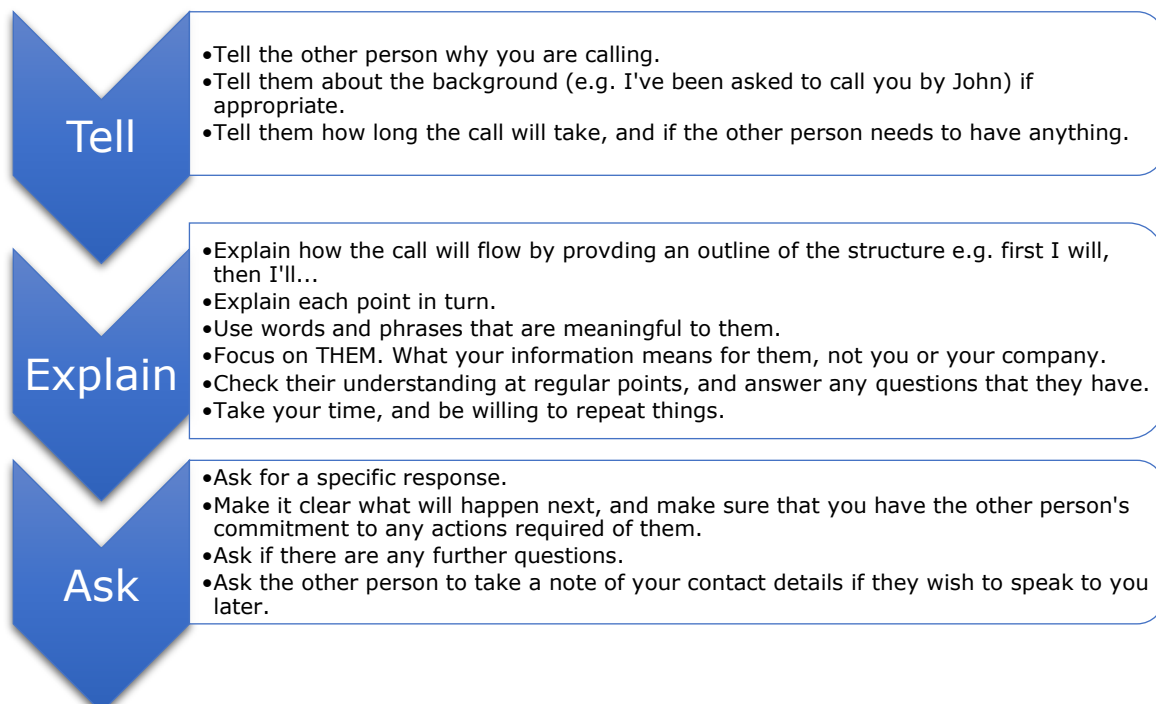
### Structuring a Call: The Funnel Technique



Using the funnel technique will help you to:

- remain in control of the conversation
- gather the information that you need
- ensure that the other person feels at ease and willing to talk to you

### Structuring a Call: TEA





## CARES

**CARES** provides a good acronym for general good practice on the telephone.

### Concentrate

- You will need to concentrate when listening to your customers and colleagues.
- Sit straight up and lean slightly forwards to help you to pay attention
- Block out distractions, and only have things on your computer screen that relate to the call you are making/taking

### Acknowledge

- Ensure your customer knows you are listening and that you understand what is being said.
- This may be done by verbal agreement, such as, "Yes", "OK", "I see", etc

### Record

- Take full notes and make sure that they will make sense to someone who looks at the record 'cold'.
- Note down actions that you take.
- Remember to note when a follow-up should be made and how.

### Encourage or Empathise

- If you encourage the caller to tell you details of their query, tell them what you can do or why you need the details.
- Empathise with the caller's situation; you will build rapport and have a better conversation.

### Summarise

- Paraphrase your understanding of what has been said/agreed to check understanding.
- Check back at regular intervals, not just at the end.
- State what will happen now. Be clear about what you will do, and what the other person needs to do.
- Include timescales where appropriate.