CUSTOMER SERVICE TIPS

Bulldog Telephone Etiquette

• Smile. The caller can hear it in your voice.
• Answer within three rings.
• Speak clearly.
• Have a pen and pad handy.
• Do not eat or chew gum while on the telephone.
• Enthusiastically greet each caller with the official telephone greeting (below).
• Listen carefully to determine what the caller really wants to accomplish. Ask questions.
• Refer to the caller by name.
• Don’t interrupt or argue with the caller.
• When finished, thank the caller and let him/her hang up first.
• If you must transfer a call:
  1. Tell the caller what extension and office you are transferring them to.
  2. Ask if you may put them on hold.
  3. Speak to someone at the new extension and tell them about the caller before you transfer the call.
• Keep your voicemail message updated and ensure that your mailbox is not full.
• Return voicemail and other messages promptly.

Most Common Telephone Complaints at SC State*

• “They never answer the phone. It just rings and rings.”
• “His/her voicemail box is full.”
• “I left several messages, but they never called me back.”
• “He/she was rude and had a bad attitude.”
• “I got the ‘run around’, I was transferred from place to place.”

* Based on comments from students and their parents from various surveys

Official SC State Telephone Greeting (adopted Fall 2008)

Outside Calls
Thank you for calling SC State. This is (your name) in (your department). How may I help you?

Inside Calls (from other SC State offices)
Thank you for calling (your department). This is (your name). How may I help you?

Voicemail Greeting
Thank you for calling SC State. This is (your name) in (your department). (The greeting ending will vary by department).

COMING NEXT WEEK: Internal customer service: Delivering great service to each other

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