

This is a sample handout from the SuperHost™ Foundations of Service Quality course. It introduces the principles of providing a quality service experience. To take the full course, visit [SuperHost.ca](https://superhost.ca).



TELEPHONE COMMUNICATION – TOP 10 BEST PRACTICES

1. Answer Promptly

Pick up the phone no later than the second or third ring.

2. Polite and Informative Greeting

Answer with a positive greeting such as “Hello,” “Good Morning,” or “Good Afternoon,” – introduce the company and yourself.

3. Smile

Put on a smile before placing or answering a phone call. It affects the sound of your voice, creating a more pleasant and friendly tone.

4. Clarity

Speak in a clear tone, using a voice that is neither too loud nor too low. Speak slow enough that people are able to understand you.

5. Obtain Caller Details

When taking a message, write down the caller's name and phone number, and repeat any messages they leave to ensure you have all the correct information.

6. Stay Focused on the Call

Don't be doing other activities or making excessive noise while speaking on the telephone. This may include rustling papers, chewing and eating, working on the computer, or speaking with someone else.

7. Be Patient and Helpful

If a caller is irate or upset, listen to what they have to say and then refer them to the appropriate resource. Never snap back or act rude to the caller.

8. Put a Caller on Hold

If a customer must be put on hold, ask for permission first and give them the option to leave a voicemail message. When taking them off of hold, thank the caller to show that their time is respected.

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9. Transfer a Call

If it is necessary to transfer a call, inform the person on the other end before doing so. It is also important to explain the need for the transfer. Before transferring a call, confirm that the person to whom the call is being transferred is available. This person's name should be given to the party who is being transferred.

10. End on a Positive Note

Thank the caller for their time and wish them a nice day.

