

PHONE ETIQUETTE

ANSWERING THE PHONE: When answering the phone you must be **SMILING, SPEAK CLEARLY, AND PROJECT YOUR VOICE.** You will pick the phone between the second and third ring and always answer the same way.

Too many rings and the caller will become impatient and annoyed. Too few rings and the caller may actually be caught off guard and feel somewhat uncomfortable. It is not only what you say, but how you say it, that determines success in answering the phone. When answering the phone you must convey that you are friendly, professional, and well informed.

The script you will use is as follows:

Thank you for calling Club 24, how may I help you? Now, you must learn *how* to say these words correctly. When saying these words, you must be smiling. You must also use correct pace, tone, and volume. We want the first thing a caller hears is a confident friendly voice that they can understand.

Thank You For Calling Club 24 Wallingford, This is Barbara Speaking, How May I Help You? This is what we want to hear. When answering the phone, first be sure you are smiling. Speak clearly, not too fast, but not too slow. Try to project your voice across the club. Stand up straight and be confident. You must show the caller that this is not your average retail establishment, you are happy to be there and would love to help them in any way you can. You will insert your specific club location and your name.

Who may call?

A current member or a prospective new member:

Why are they calling?

Current Member:

- To make an appointment for training or classes.**
- To check an expiration date or anniversary date on their membership.**
- To inquire about special club events or promotions, as well as club**

Policies

- To check club hours.**

Prospective New Member:

- Telephone Inquiry TI**

To obtain information about membership pricing and programs, as well as information about your club.

Servicing the Call:

Current Member:

Classes:

Class booking systems vary club to club and class to class. Please check with your supervisor to confirm your class booking system.

Expiration Dates & Anniversary Dates:

Current members may also call to check on their expiration date or anniversary date. An expiration date would be the end of the original membership term on a paid in full membership. For example if you purchase a 1 year paid in full membership on November 21, 2001, your expiration date would be November, 21, 2002. This date will be found in the members' information screen on your front computer. An anniversary date would occur at the end of a monthly members' current billing cycle. For example if you purchased a monthly billing membership on November 21, 2001, your regular monthly would start on December 1, 2001. This cycle would currently run for 12 months. In this situation the anniversary date would be November 30, 2002, or twelve months from the billing start date. This date is also found in the members' information screen at your front computer.

Club Promotions & Policies:

Club specials, contests, and promotions will be given to you prior to the first of each month by your manager. Promotions will also be listed for you in your employee room and at your front desk.

Club rules and policies are listed for you in this manual and are posted in the club.

Club Hours:

Club hours are posted in the club. Special Holiday hours are posted in the club at least 2 weeks in advance and vary depending on the holiday. It is our intention to give members as many hours as possible through holidays.

New Prospective Member Calls:

To handle incoming calls from new prospective members please refer to the T.I. section of this manual.

Putting a Caller on Hold:

If you must step away from the phone for a moment, or if you have to retrieve another while talking to a caller you will have to put the caller on hold.

When putting a caller on hold, you must first ask their permission.

“May I put you on hold for a moment” is the phrase you will use. After receiving permission from the caller press the HOLD button on the phone. After pressing the hold button the line the caller is on will start blinking rapidly. You may now put the receiver on the phone and retrieve another call or more information for the caller. If you are on one line and another line rings in you must retrieve the second line between 2 and 3 rings. Ask the current caller if you can put them on hold and retrieve the second call. After greeting the second caller ask their permission to be put on hold and return to the first caller. Try not to leave the second caller on hold for more than 30 seconds. Ask another staff member to take care of the second caller while you help the first caller.

Taking a Message:

You will find a message pad at the front desk next to the phones. When taking a message you must list who the call is for, the full name of the caller, the caller's phone number, the date, the time, a brief message, your name, and what type of follow up the caller would like.

It may be possible that you cannot answer a certain caller's question, and you may have to forward the call to a senior member of the staff. After taking down the callers' information inform the caller that he/she will receive a return call within the next 24-48 hours. We try to return all calls within 24 hours, but sometimes the individual who will be returning the call may not be available for two days straight. For example you may receive a call that needs the attention of the manager on a

Saturday afternoon. The manager may be off for the weekend so the caller would not receive a call back until Monday.

ROLE PLAYING EXERCISE: You will now role play answering the phone with your manager 10 times. Managers will look for consistency in your phrases, if you are smiling, if you are projecting your voice and if you are standing up straight.

ROLE PLAYING EXERCISE: You will now role play putting someone on hold 10 times. Managers will be looking for consistency, if you are asking permission to put someone on hold and if you are able to field a second call.