

THE 4 C'S OF GREAT COMMUNICATION

CLARITY

Use simple, direct language. State the next step so the customer always knows what's happening.

CERTAINTY

Speak with confidence. Replace "I think..." with "What I can do is..." — customers trust reps who sound sure.

CALMNESS

Regulate your tone even when a caller is upset. Slow down. A calm voice de-escalates faster than any script.

COMPETENCE

Know your resources. If unsure, say "Let me get that confirmed" — never guess.

PAUSE. BREATHE. THEN RESPOND.

REFRAME IT! — WATCH YOUR WORDS

AVOID SAYING

SAY THIS INSTEAD

"I don't know."

"Let me find that out for you."

"That's not my department."

"I'll connect you with the right person."

"You need to calm down."

"I understand — let's work through this."

"I can't do that."

"Here's what I can do for you..."

"That's our policy."

"Here's how we can help within our guidelines."

"Hold on."

"May I place you on a brief hold?"

"Like I said..."

"To clarify, what I meant was..."

CALL PLAYBOOK

Listen Without Interrupting

1

Let them finish. Identify the real issue — not just the emotion.

Acknowledge & Empathize

2

"I completely understand why that would be frustrating."

Take Ownership

3

"I'm going to personally make sure this gets resolved."

Offer a Clear Solution

4

Give one clear next step — avoid overwhelming with options.

Confirm & Close with Care

5

"Is there anything else I can help you with today?"

EVERY CALL IS A CHANCE TO BUILD TRUST.