



## 2019 GREAT CALL™ CHECKLIST

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ServiceScore<sup>™</sup>



## Make it a GREAT Call™ Every Time

How do you drive real, sustained improvement in phone call performance? After reviewing 20,000 calls with leading national brands, we've developed our GREAT Call™ Method to help businesses make more expert, trusting connections on the phone.

Our 2019 checklist gives you the key elements of a GREAT Call™ along with the business processes that must be in place to drive better results from phone calls.

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# Make it a GREAT Call™ Every Time

	ServiceScore™ Method	+	Your Brand Standards	✓
G	<b>GREETING:</b> # rings, warm greeting, get caller contact info, how heard about us, engaged and welcoming			
R	<b>RAPPORT:</b> Understanding caller's needs, asking powerful questions, making a connection			
E	<b>EXPERTISE:</b> Match products to needs, suggest other services caller might need, share relevant differentiators			
A	<b>ASK:</b> Explain next step, ask for the sale, create urgency, thank caller, commitment statement			
T	<b>TONE:</b> Friendly, professional, smiling through the phone			



Close more business and create a positive caller experience by combining your unique brand standards with our proven method.



# 57%

of smartphone users call a business  
after searching on their phone because  
they want to talk to a real person

Google: "The Role of Click to Call in Path to Purchase"

Click-to-call is most valuable in the purchase phase. That's why marketers rate phone calls as the highest quality lead source, beating online forms and in-person interactions.

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## Business Processes for Better Call Results



**Gather DATA:** Call conversion rate, lifetime value of a new customer, actual customer call recordings and metrics, average order size



**Set GOALS:** Impact from improvement in conversion rate, target improved order value, new product penetration, service brand awareness



**Develop TRAINING:** core values, brand standards, powerful questions, customer needs, differentiators, roleplaying, overcoming objections



**Measure PERFORMANCE:** quantify performance from actual call recordings, prioritize focus, link to marketing and training ROI, non-converted NPS



**Empower COACHING:** data-based, best-practice sharing, drive business KPIs, individual and team sessions, performance incentives



A competitive advantage in phone call performance is built on continuous improvement from these processes. Driving success and raising the bar higher.

# Get GREAT Calls™ Faster and Easier



We bring business leaders the info they need to drive better results from phone calls. Delivered right to every stakeholder in the caller experience.



Customized call performance reports and so much more.  
Data and insights that improve operations, training and marketing ROI.



We're a GREAT partner. Let's get started on driving GREAT results from phone calls in 2019.

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