

## Chapter 2

## CUSTOMER SERVICE

2-1. Purpose. This chapter provides guidance to ensure exceptional customer service is delivered in all aspects of The Florida Abuse Hotline job duties.

2-2. Procedures.

a. The Florida Abuse Hotline understands that quality customer service is necessary to conduct a quality assessment and can shape the information gathering process. Counselors are expected to uphold high customer service standards for both internal and external customers.

(1) Identify yourself by name and number.

(2) Answer calls in a kind and helpful manner, using the standard greeting, "Thank you for calling the Florida Abuse Hotline. My name is \_\_\_\_\_. How can I help you?"

(3) Demonstrate a genuine interest in and/or concern for what the caller is reporting. Remember that the call is very important to the caller.

(4) Listen and take notes to help remember important details and compensate for the lack of non-verbal communication expressions.

(5) Use the caller's name and correct professional title often to ensure familiarity.

(6) Speak with a smile in your voice; if you smile when speaking on the phone, voice tone is more welcoming and friendly.

(7) Take personal responsibility for each call.

(8) If additional guidance is necessary, ask if the caller can be placed on hold while the research is conducted.

(9) Commit to going the extra mile in service to others; focus on people, versus tasks.

(10) Speak slowly enough to be easily understood, using good grammar and diction, avoiding slang.

(11) Be informed of the business and have basic reference materials readily available to help explain the process and answer simple questions.

(12) Be sure to notify the caller of the outcome of the call. If the caller made a report, notify them of the decision to accept or not accept the report for investigation. When appropriate, explain the next steps in the process (e.g., "The report will be sent to the investigations office" or "The report will be documented in our statewide system of record and will be available for any future assessments related to this victim/family.").

(13) End the call with a definite 'goodbye' or other expression which leaves no doubt that the conversation has ended. If possible, let the caller disconnect the call.

b. Customer service is enhanced when Counselors remember that the calls are extremely important to the person calling and the safety of another person, so treat callers as if they are the only person receiving your attention. Always be respectful and considerate and acknowledge if you need to research the situation to answer a question.

