

21st century Enquiry Answering

a special workshop for



with

Tim Buckley Owen

Tim
Buckley Owen

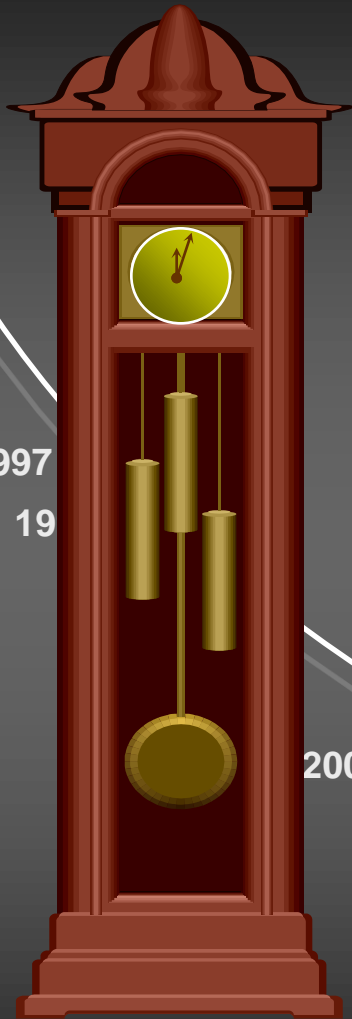
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21st century Enquiry Answering

*Before the millennium –
what was different?*

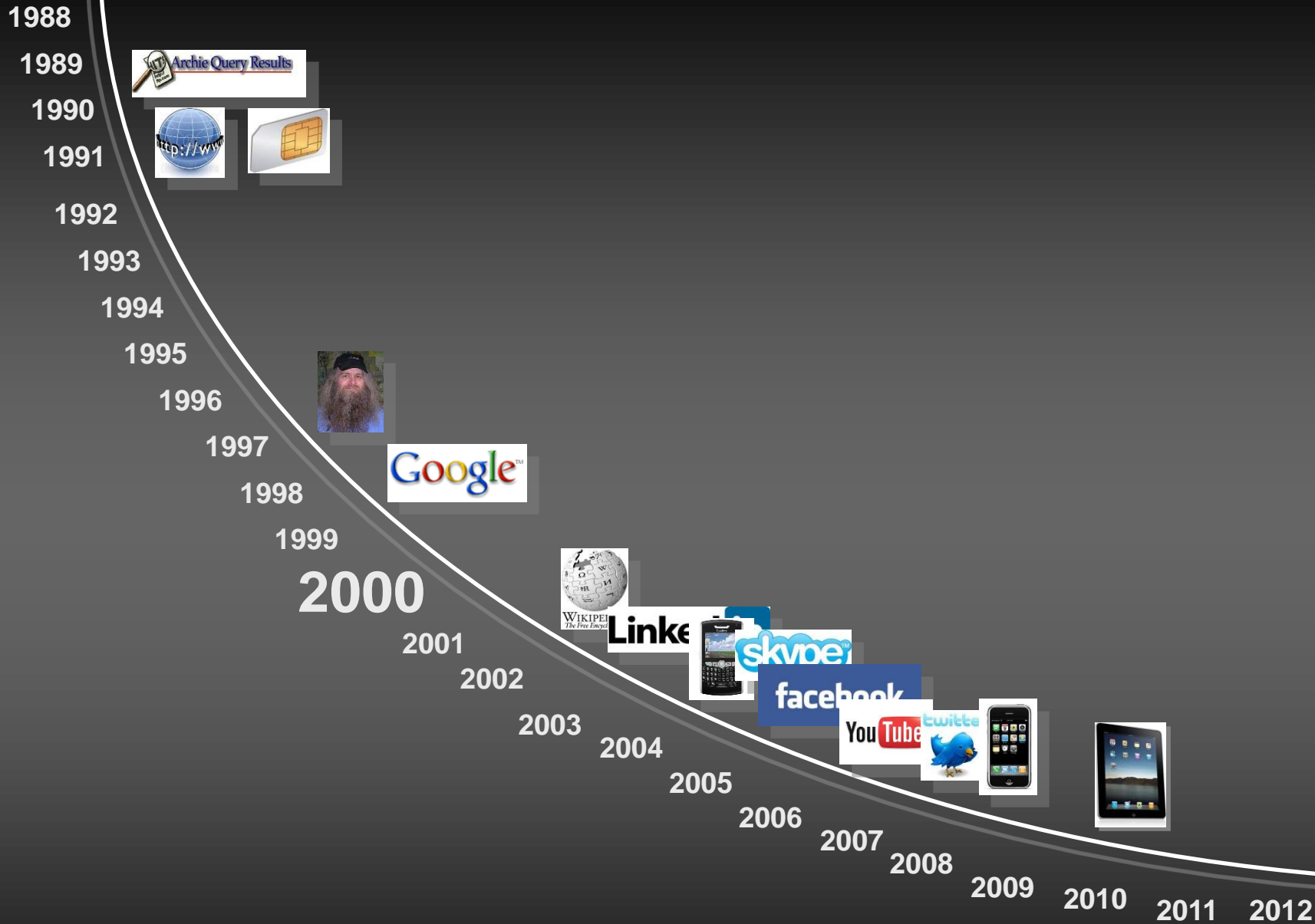
1988
1989
1990
1991
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19



2002
2003
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2009
2010
2011
2012



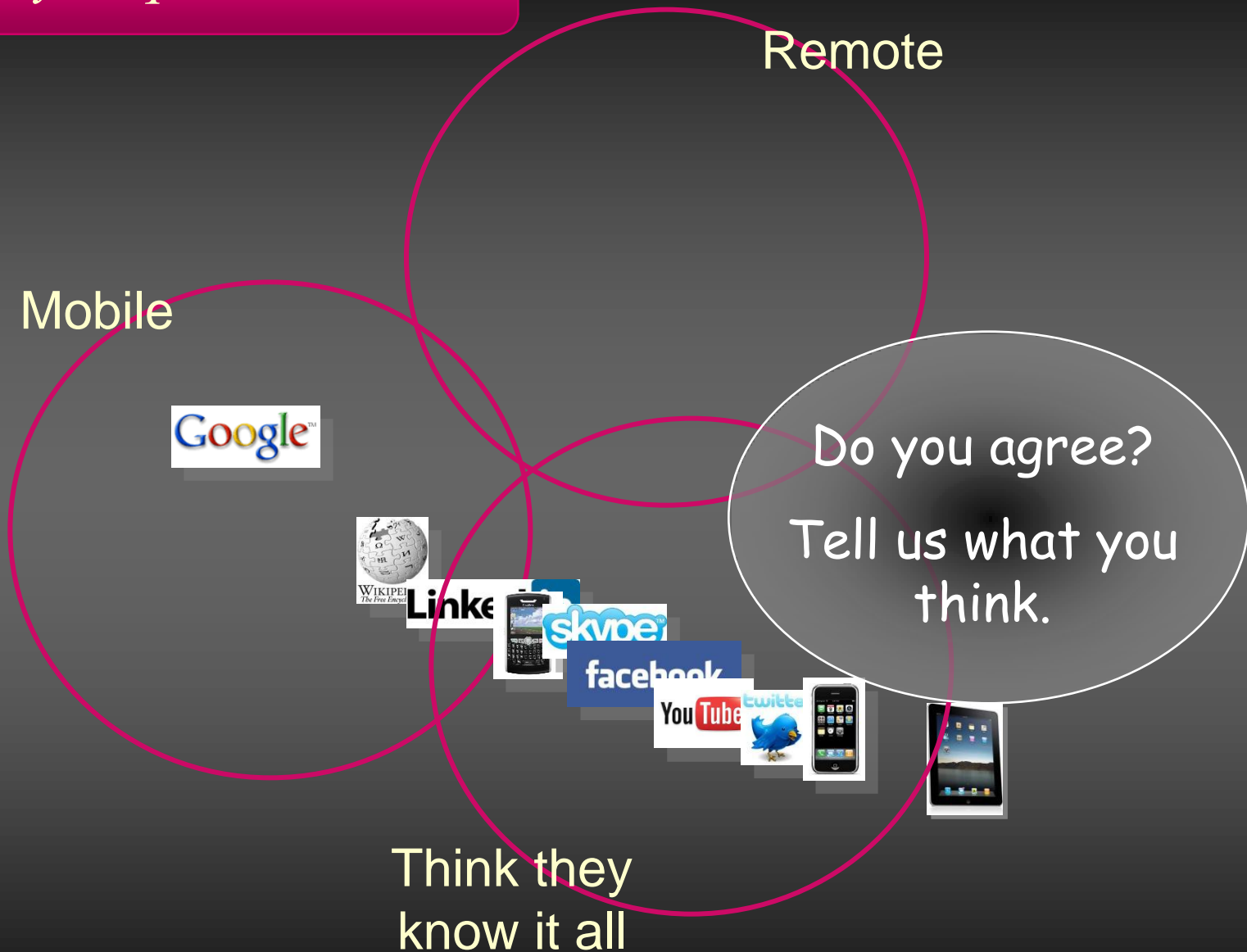
BRAINSTORM
Before the millennium -
and after
What was different?



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21st century enquirers are...



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*Can't see, can't hear –
why it's different now*

Then and now...

1988

Libraries open and close at set times.

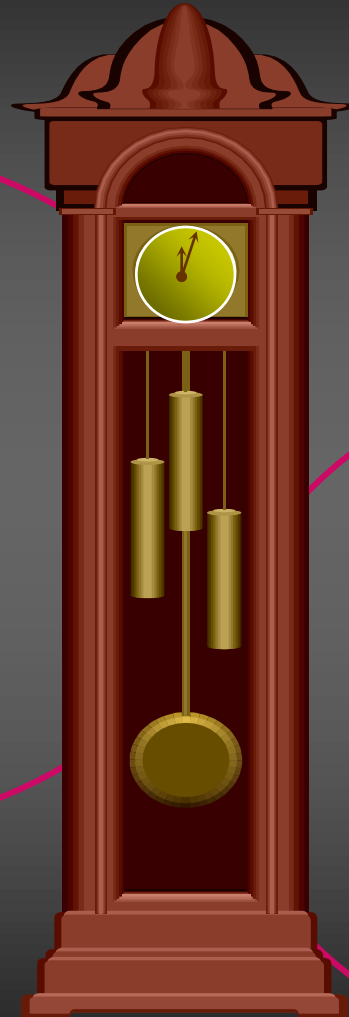
2012

Online or contact centre services never close.

Then and now...

1988

Customers will wait
while you look
things up.



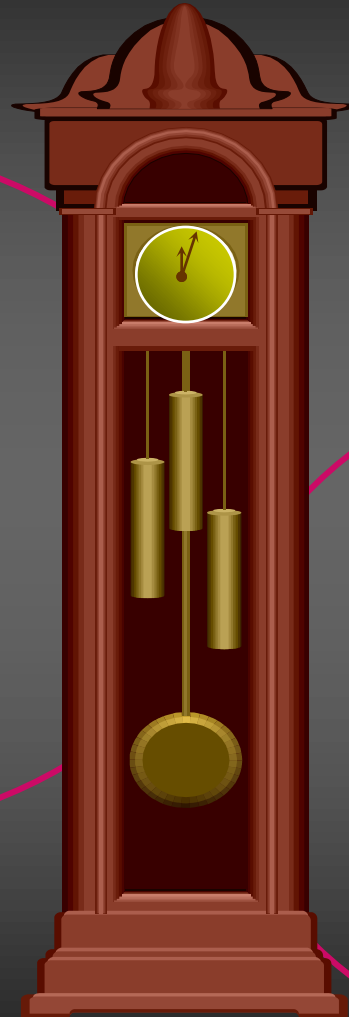
2012

Customers expect a
rapid or even instant
response.

Then and now...

1988

It's awkward and time-consuming to take your business elsewhere.



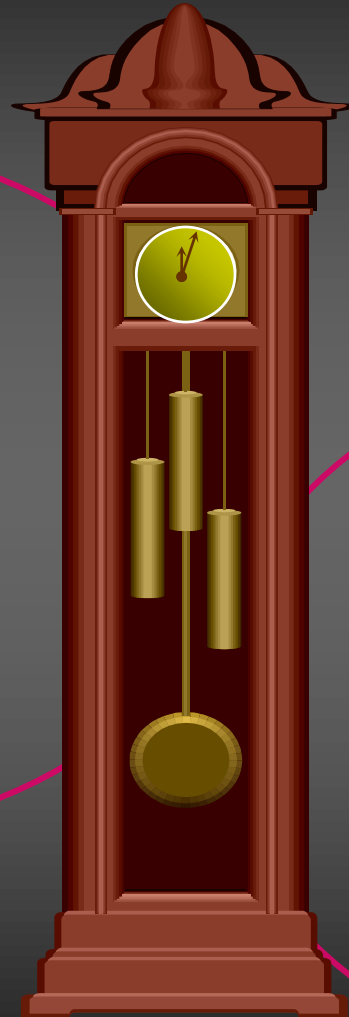
2012

You can shift to another supplier just by phoning another number or clicking on another link.

Then and now...

1988

If the service is poor, it's less hassle to stay where you are.



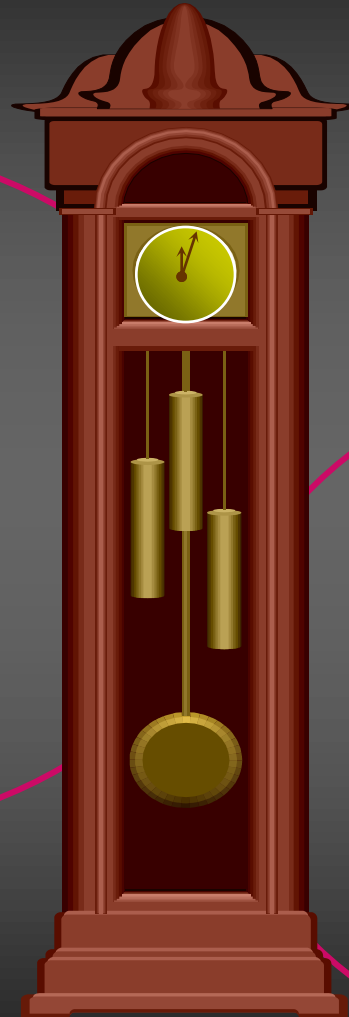
2012

If the service is poor, it's so easy to try somewhere else.

Then and now...

1988

You can leave an enquirer browsing while you deal with someone else.



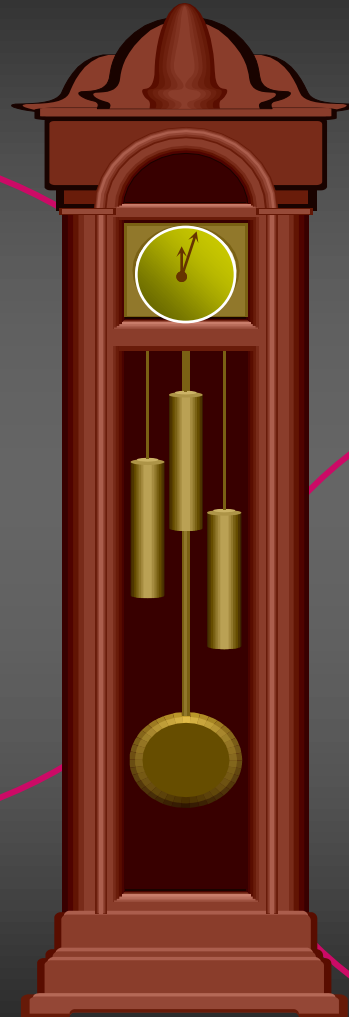
2012

You have to do all the searching for them – and they've probably already done the simple searching themselves.

Then and now...

1988

A personal visitor
can find things for
themselves by
serendipity.



2012

You have to think of
everything – including
cross-selling and up-
selling.

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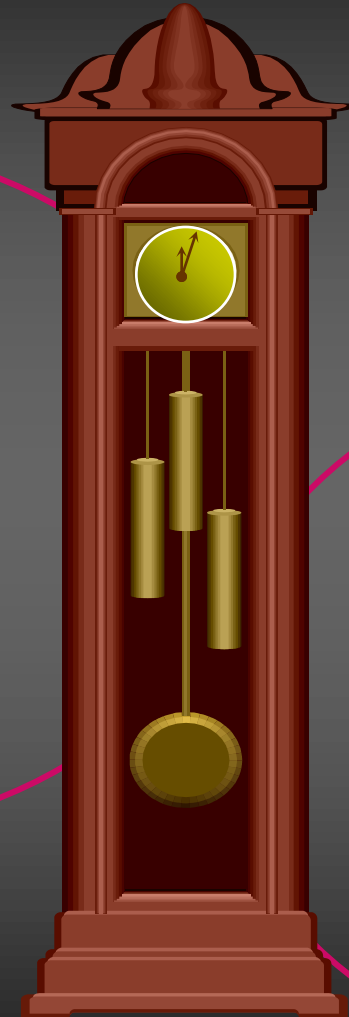
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Then and now...

1988

You have lots of visual clues and can spot trouble before it happens.



2012

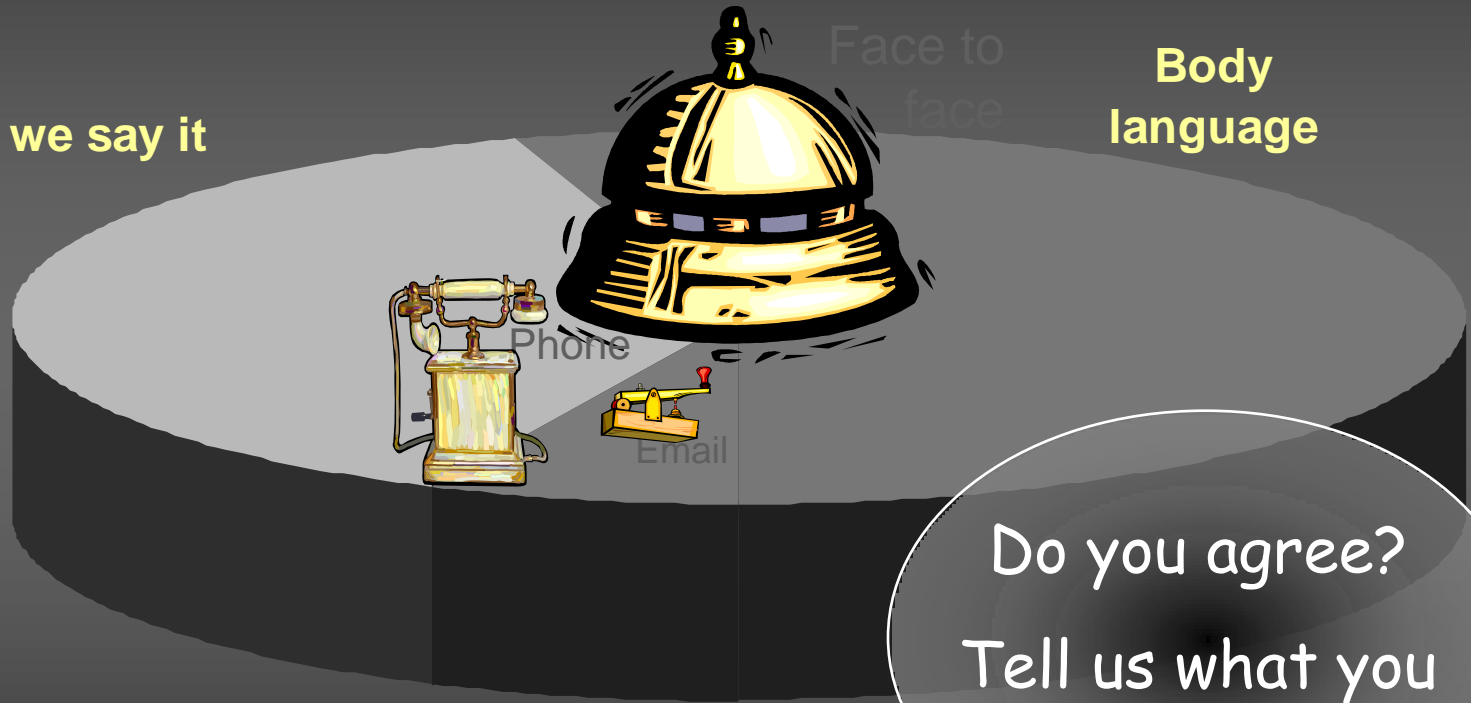
Can't see, can't hear – you risk misunderstanding or even offence.

Non-verbal clues

How we say it

Face to face

Body language



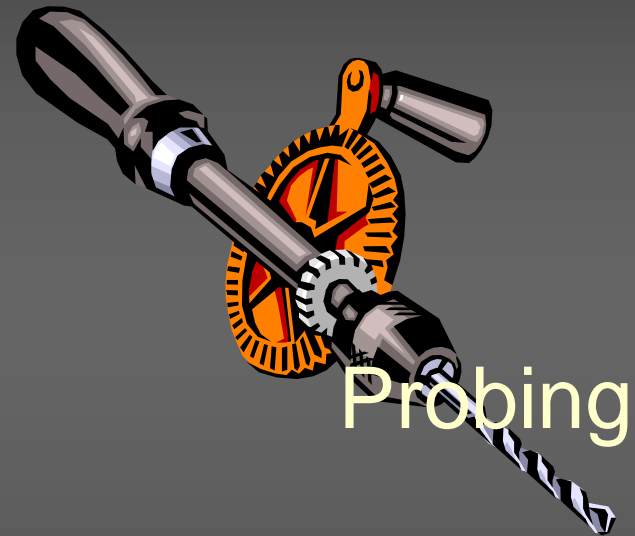
What we say

Do you agree?
Tell us what you think.

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*Some things never change –
interrogation strategies and
questioning techniques*

Two questioning strategies



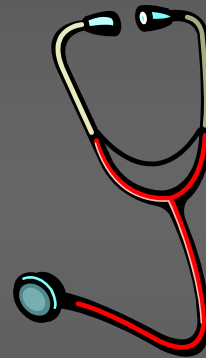
Six questioning techniques

Hypothetical

Open

Leading

Closed



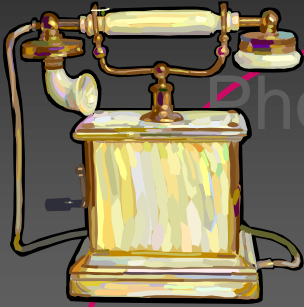
Forced choice

Does this make sense?
What questioning techniques work for you?

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*Remote enquiry etiquette –
what can we learn from good
contact centre practice?*

Remote enquiry etiquette



Phone

Don't snatch up the phone

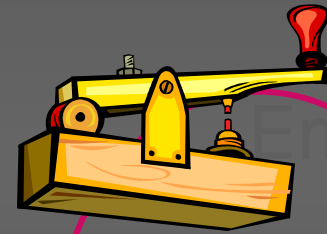
Don't read from a script

Speak more slowly and clearly

Deal tactfully with laconic or loquacious enquirers

Show consideration for callers not using their first language

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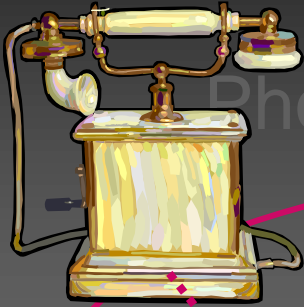


Email

Decide how formal or informal you want to be

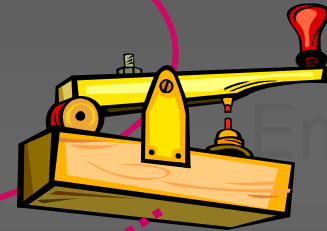
Initiate an email dialogue

Remote enquiry etiquette



Phone

Receive by one medium –
acknowledge by the other



Email

Complaint!

Enquiry?

Always be ready
to deal with
complaints

Bad news travels...

Satisfied customers tell 9 people...



Dissatisfied customers tell 26...



Good record keeping is essential

A Reference Question - Short form - attachment ok - RefTracker - Windows Internet Explorer

http://pubdemo.altarama.com/ref100.aspx?key=RefShortAttach&ref=120

File Edit View Favorites Tools Help

Ask new question | Check existing question | Search knowledge base | Comments | Home

Please use the following form to submit your query, request, comment, or information.
Note - the ✓ symbol indicates a required field.

Contact details

- ✓ Please choose how you would like us to contact you Then enter your email address, or name and phone number as appropriate for the contact method you have chosen.
- Your email address
- What is your name
- Your phone number
- ✓ Please indicate your age group

Question details

- ✓ Please state your question
- ✓ Reason for your request
- Use for this response
Please describe how you are planning to use this information.
- Last useful date
Day Month Year
- ✓ Would you like to attach files
If you select Yes here, you will be given the opportunity to add attachments to your request in the next screen.

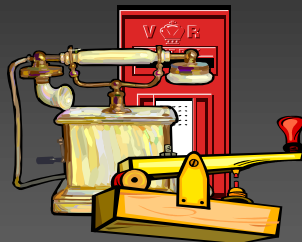
ALTARAMA INFORMATION SYSTEMS

Submit Reset

Done Internet 100%

Don't forget...

Contact details



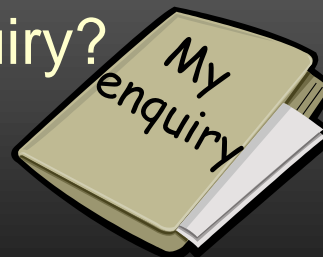
Deadline



Privacy

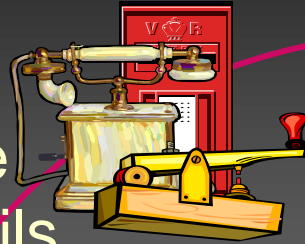


Who owns the enquiry?



And finally...

Etiquette
Contact details



What do you think?
How much does all of
this matter?

Complaints



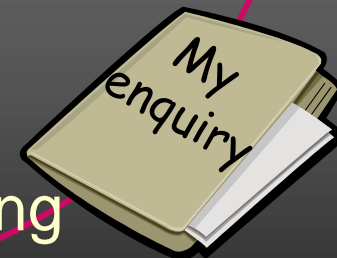
Deadlines



Privacy



Record keeping



Who owns the enquiry?

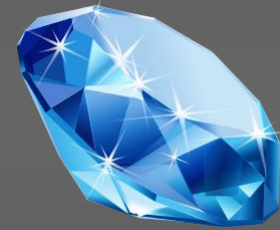
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*Providing a solution –
presentation, value-add, lock-in,
managing disappointment*

Apply quality control

Will it allow my enquirer to:

- take a decision?
- make a recommendation?
- take action?



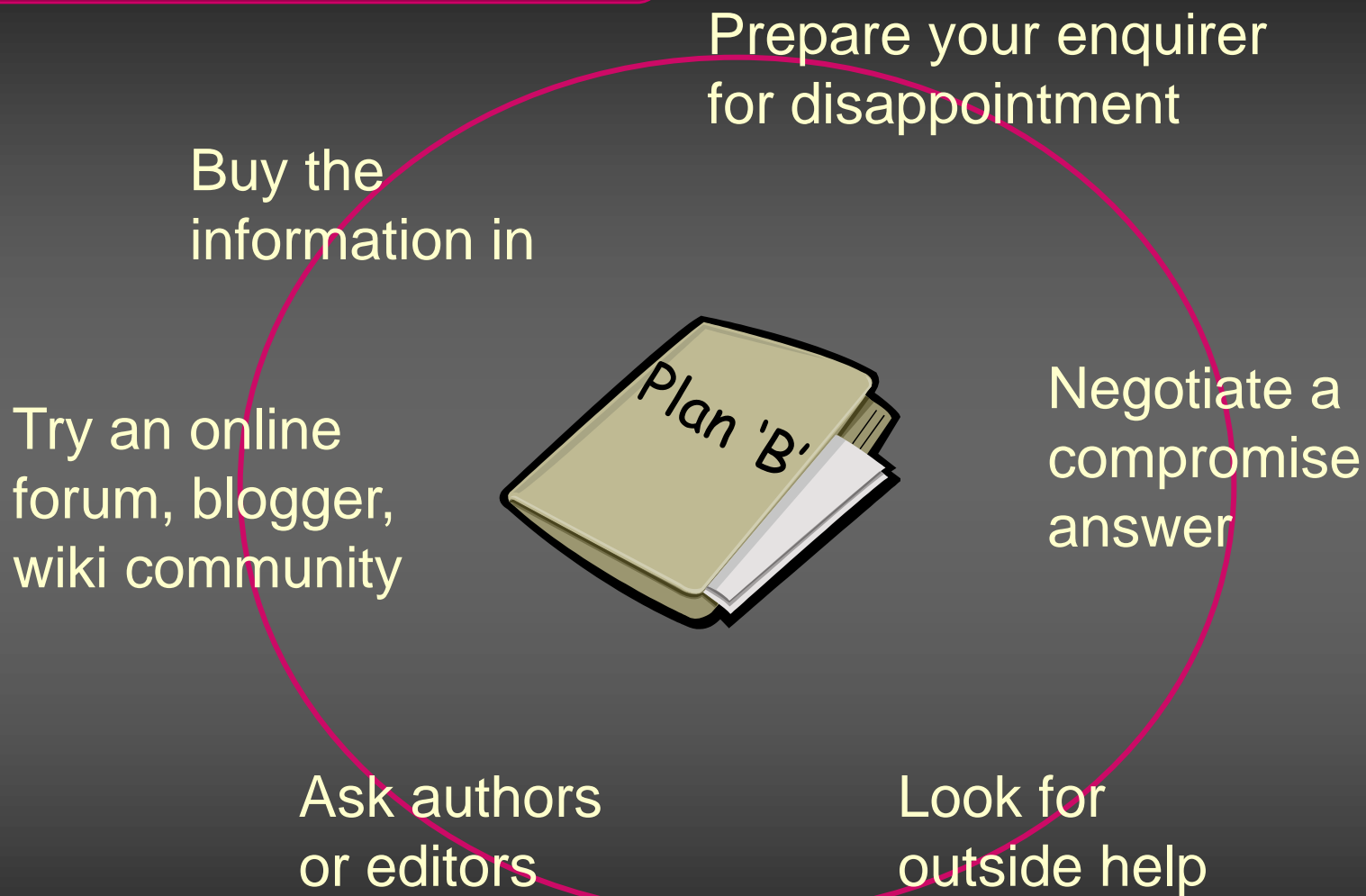
Have I really answered the question?

What source gets referred to most?

Is it authoritative?

Does it have an agenda?

If you can't find the answer...



Plan your presentation

How are you going to ensure lock-in?

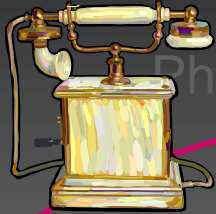
How are you going to communicate with your enquirer?



How can you help the enquirer understand the answer quickly?

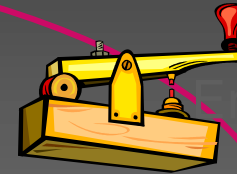
How are you going to summarise your findings?

Choose the best medium



Summary by phone –
details by email

Include links?



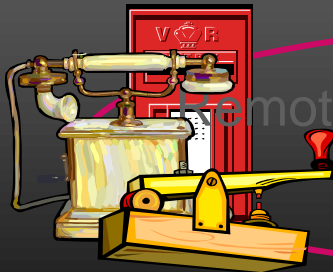
Answer by email –
confirm receipt (and
satisfaction) by phone

Confirm phone
answer by text

Choose the best
delivery method for
packages



Attach files?

Phone, email and post are
complementary – use the best
medium for the job

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Lock your customers in

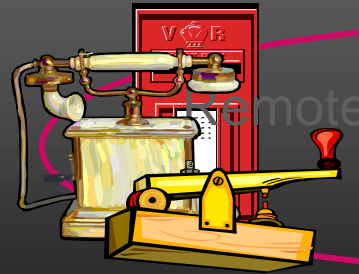


Offer to update the information as required?

Offer a current awareness service?

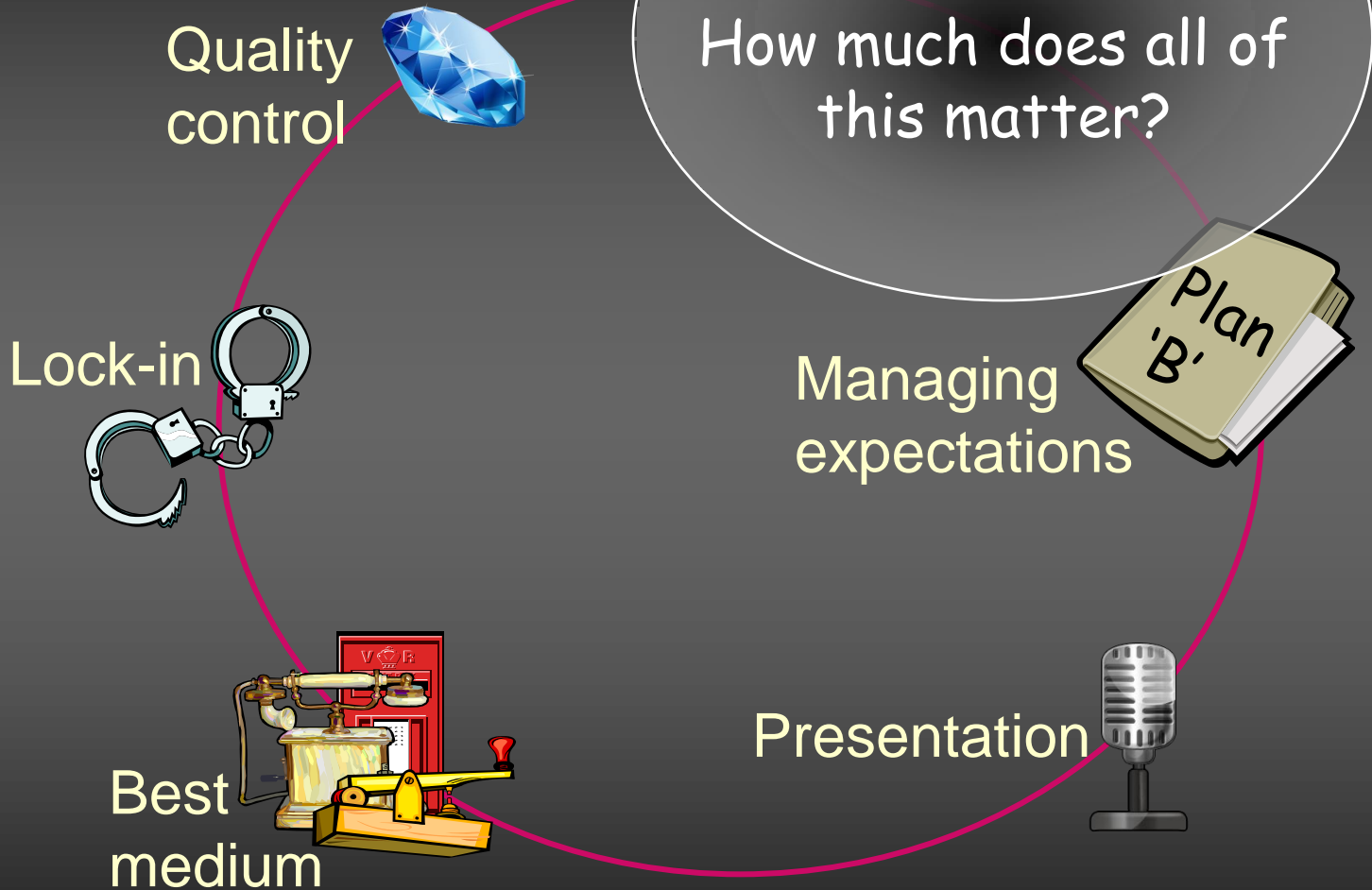
Provide a regular feed? 

Upgrade from casual use or pay-as-you-go to subscription service?



Remote enquirers can't browse for themselves – *you* have to come up with the ideas for them.

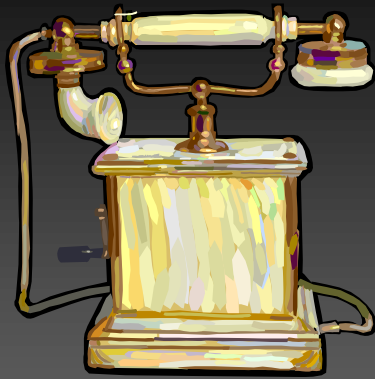
And finally...



21st century Enquiry Answering

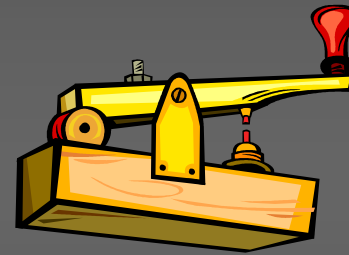
The key messages

1. 21st century enquirers are remote, mobile and think they know it all.
2. It's very easy for them to take their business elsewhere.
3. So never take an enquiry at face value – always ask a question back.
4. Good record keeping is vital when your enquirer is somewhere else.
5. Your enquirer can't see you – so what you say and how you say it are vital too.



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