Dilemma:
You just received the results from your performance survey and a few of your scores are lower than you expected. Written comments point to a personal phone call in the presence of a customer as a possible reason. What can you do?

Solution:
Sometimes it’s easy to ignore the “in-house” customer when you are taking a phone call. Maybe you don’t see the person or maybe you don’t realize he/she can hear your conversation. If the phone call is of a personal nature and not business, it can be annoying to the individual who is either approaching your window or standing close by waiting for service.

Too often these calls become time-consuming and interrupt taking care of your number one priority – the customer who has come into the institution to do business with you. If at all possible, this type of call should be answered or placed only on a break or over the lunch hour.

These simple steps may make it easier for you to deal with personal phone calls:

🌟 Help your family and friends understand the nature of your job and how important it is to give customers your undivided attention.
🌟 Offer to check in with them - instead of you receiving the calls – to further ensure you will not upset or inconvenience a customer.
🌟 If it’s an emergency and you must take the call, try to do so in a back office or break room out of earshot and sight of customers.

Putting the customer or potential customer first is a courtesy that should be extended to every person who walks through the doors. It’s a noticeable gesture that lets the customer know he/she is the most important person to you at that moment, and it’s part of being a professional in a customer-centered environment.