
Overview

This unit is about the skills and competences you need when dealing with music publishing customers by telephone. Customer satisfaction in this situation depends on good feelings about the way the transaction has been handled as well as the features and benefits of the services or products that are offered to the customer.

Whilst verbal communication is important, your focus on your customer and the rapport that is formed also depends on your skills with the telephone system and any information you are accessing whilst on the telephone to your customer. The word "customer" covers existing, new and potential customers and it is therefore important that all calls are handled as efficiently and as courteously as possible.

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Deal with music publishing customers by telephone

Performance criteria

You must be able to:

- P1 operate the telephone equipment efficiently and effectively following any organisational guidelines for making and receiving calls.
- P2 greet customers in line with your organisational requirements and establish a rapport
- P3 ask precise questions to identify your customers requirements
- P4 listen carefully when collecting information from your customer so that you do not make mistakes or have to keep repeating the question
- P5 keep your customer regularly informed about your actions when accessing information to provide responses.
- P6 respond positively to queries and objections from your customer
- P7 take orders and clarify requirements with your customer
- P8 adapt your speech to meet the individual needs of your customer
- P9 identify all the options you have for responding to your customer, weigh up the benefits and drawbacks of each to enable you to select the option that is most likely to lead to customer satisfaction
- P10 ensure that promises to call back are kept
- P11 summarise with your customer the outcome of the call and any actions to be taken as a result
- P12 summarise the outcome of the call and any actions that you or your customer will take as a result
- P13 select the appropriate information you need to record and store following your organisation's guidelines
- P14 take a clear message for a colleague if you are unable to deal with some aspect of a customer's expectations
- P15 advise customers if they are to be placed on hold or to be transferred to another person
- P16 put your customer on hold and ensure you cannot be heard if you are discussing action with others or calling a colleague

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Knowledge and understanding

You need to know and understand:

- K1 the importance of speaking clearly and slowly when dealing with customers by telephone
- K2 the importance of adapting your speech to meet the needs of customers who may find your language or accent hard to understand
- K3 your organisation's guidelines and procedures for the use of telephone equipment
- K4 your organisation's guidelines and procedures for what should be said during telephone conversations with customers
- K5 what details should be included if taking a message for a colleague
- K6 how to operate the organisation's telephone equipment
- K7 the importance of keeping your customer informed if they are on hold during a call
- K8 the importance of not talking over an open telephone
- K9 your organisation's guidelines for handling abusive calls

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