

# SFJJA101

## Establish positive caller relations through the effective management of calls



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### Overview

This standard is about establishing positive relations with callers. It includes presenting a positive impression of yourself and your organisation over the telephone, and communicating effectively with callers, including those who might be distressed or anxious.

#### **There is one element:**

- 1 Establish positive caller relations through the effective management of calls

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### Performance criteria

*You must be able to:*

- P1 open calls positively, concisely and clearly, using words accepted by your organisation
- P2 communicate clearly and concisely, and at a pace suited to the caller
- P3 use appropriate questions to establish relevant information regarding the caller's requirements and circumstances
- P4 avoid the use of jargon and use words suited to the caller's level of understanding
- P5 confirm that you are listening through acknowledging and clarifying the points raised by the caller, using a tone of voice, inflexion and language which reflect an interest in the caller's situation
- P6 place callers on hold only where necessary, stating the reason and likely duration of the wait, where possible
- P7 arrange to call back callers where relevant, in line with your organisation's procedures
- P8 take relevant and correct actions to address the requirements of callers in line with your organisation's procedures
- P9 remain calm and maintain control of the call
- P10 manage the expectations of the caller, balancing their requirements effectively with those of your organisation
- P11 close calls effectively and on a positive note, using words accepted by your organisation
- P12 follow your organisation's approved procedures throughout the call

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### Knowledge and understanding

*You need to know and understand:*

- K1 your organisation's operational procedures for addressing the needs of callers, including standards and performance indicators relating to the quality of calls and the service provided
- K2 your organisation's services which are available to callers
- K3 your organisation's accepted wording when greeting and communicating with callers
- K4 when and how to use different types of questioning, including open, closed and probing questions
- K5 the importance of effective listening, and techniques which demonstrate that you are listening and which maintain the caller's effective participation
- K6 the importance of determining callers' requirements, and methods for doing this according to the needs of different types of caller and the needs of your organisation
- K7 techniques for maintaining control of calls whilst maintaining positive relationships with callers
- K8 your organisation's procedures for dealing with callers who are distressed, anxious, aggressive or abusive
- K9 your organisation's procedures and facilities for addressing the needs of callers with particular communications requirements
- K10 your organisation's procedures for informing callers where calls are recorded
- K11 the importance of time management, and how to apply this effectively in balancing the needs of callers with those of your organisation
- K12 your levels of authority, skills and ability, and to whom to refer where the information or actions required exceed such levels

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**Suite** Traffic Management

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