

The Digital Life Message

1

We appreciate
our customers!

2

We are courteous,
professional, and
empathetic.

3

We resolve
customer issues
on the first call.



5 Habits of Successful Communication

Build the brand



Show empathy



Be positive



Put the customer first



Be proactive



Support Performance Script

1

Build the Brand

*"Thank you for calling
AT&T Digital Life Support."*



2

Personalize

"May I have your name please?"



3

Offer Help and Listen

"How can I help you today?"



4

Confirm and Affirm

*"Great! I understand you need
help with...I can help you with that!"*



Making an Effortless Experience



STEP
01

Be Prepared

Know your services, products, applications.



STEP
02

Use a Conversational Tone

Speak as if the customer is sitting across from you.



STEP
03

Smile!

Customers will hear your positive attitude.



STEP
04

Keep your Energy Up

Stay energized to give each customer your best effort.



STEP
05

Cope with Everyday Difficulties

Understand the customer's point of view.



Discovery Process

STEP
01

Express thanks for being a Digital Life Customer.

Ask permission to ask clarifying questions about the customer's issue (confirmed in greeting process), and then ask just enough questions to gain full understanding.

STEP
02

STEP
03

Listen and take notes (if needed). Remember not to take notes or document any SPI (Sensitive & Personal Information).

Confirm your understanding of the customer issue

STEP
04

STEP
05

Gain Customers approval to proceed, while building

