





Foreword ...

Telephone courtesy counts!

Telephone courtesy is easily defined—it's simply this: prompt attention, thoughtful consideration and effective action on all calls.

Telephone courtesy is good business. And good telephone manners are not difficult—they're easy, natural. They pay dividends, too—for the proper use of the telephone creates a favorable impression—and usually, a profitable return.

The success of your telephone contacts depends on the picture you create in the minds of those with whom you talk. Cultivate a good telephone personality—it pays!

Telephone courtesy is a simple variation of the Golden Rule—"Telephone as you would be telephoned to."

Be sure of the number you want ...

If you're uncertain, consult your Directory or keep a list of frequently called numbers handy.



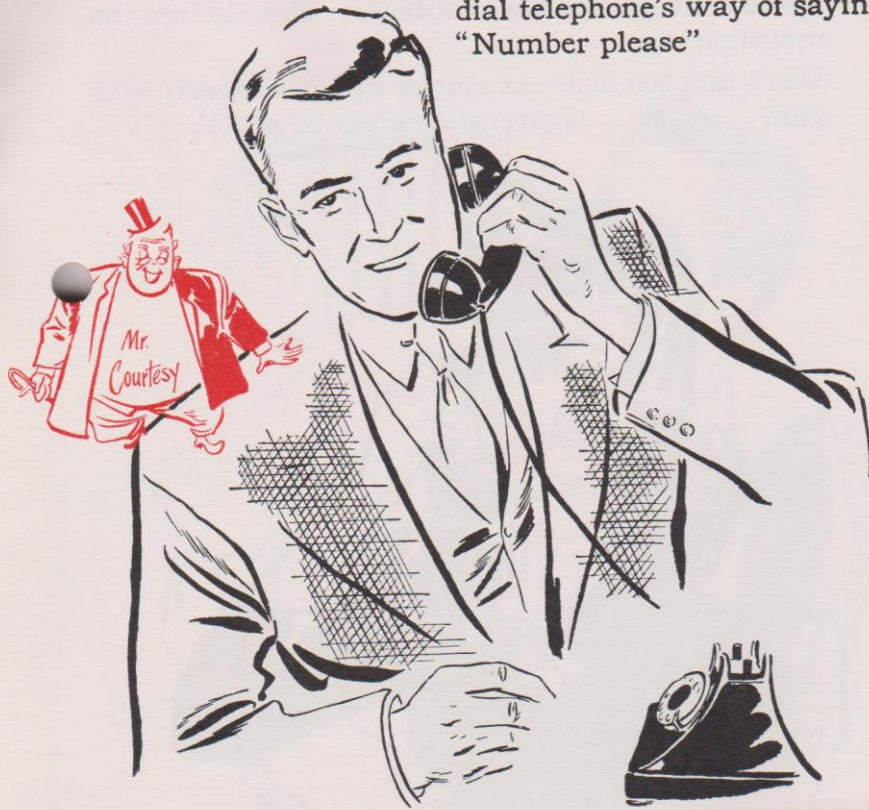
otherwise...

You lose time
You get wrong numbers
You annoy and waste the time of
someone who is not in the least
interested in your call

If yours is a dial telephone ...

Listen for the dial tone!

That's the steady hum—your
dial telephone's way of saying
"Number please"



otherwise...

You get a wrong number
Or no number at all
And again you waste time

Be careful of your manner of speech...

Speak conversationally, distinctly—directly into the mouthpiece.

Don't talk too fast—or clutter up your speech with gum . . . pipe . . . cigarette . . . cigar or pencil.





otherwise...

Your conversation will be unintelligible
You'll have to repeat frequently
And worst of all, you'll probably make
a poor impression

On an incoming call...

Be ready—at all times
Have a pad and pencil handy
Answer promptly
Identify yourself
Be obliging, polite
Make the caller feel that you're interested
Acknowledge appropriately the caller's
closing remarks



otherwise...

You may seem inattentive
You may antagonize the caller
You may forget vital information
You may lose a good customer

On out of town calls...

When you're expecting a long distance call, stay near your telephone.

If you must leave, tell the person who answers the telephone in your absence where you'll be and for how long.

Or leave a note near your telephone—explaining your absence.



otherwise...

- You waste someone's time
- You create a poor impression of the efficiency of your business
- You may irritate a customer

When transferring a call...

Make certain what the customer wants

See that he is connected with the right person to handle his business.



otherwise...

You cause confusion
You annoy the customer

When it's necessary to signal the operator

Move the plunger up and down in a steady, rhythmic motion—rather than “pumping” it impatiently.



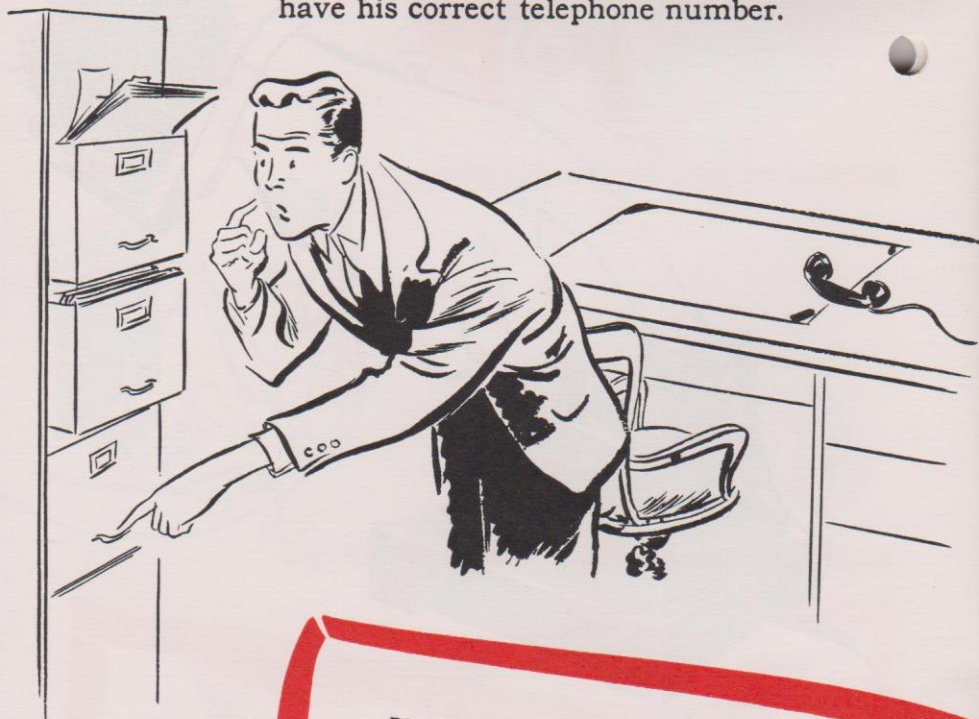
You achieve nothing except
possibly high blood pressure!

otherwise...

When information requested is not readily available ...



Explain this to the customer ...
And tell him that it will take a few
minutes to obtain it.
Ask him if he'd prefer to wait—or have
you call him back.
Then if you are to call back, be sure you
have his correct telephone number.



otherwise...

You may waste the caller's time
The caller may become irritated
at the delay
And a minute's waiting on the
telephone usually seems longer!

About the P.B.X. operator...



She is a welcoming committee of one

She is your telephone "door"

She wants to be pleasant, courteous, obliging—at all times

She wants to give her undivided attention to all incoming calls

She wants to give you the best possible service on your outgoing calls

Hers is the voice with a smile



And remember
Telephone to you would be
Telephone to



The Print Archives

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