



## 13 Key Questions to ask your prospects or customers

1. How do you keep in touch with your customers?
2. Are you proactive or reactive?
3. How many calls do you get per day? How many do you miss?
4. How do you know what your staff are doing or if they are available, especially if they are in a remote location i.e. working from home?
5. How do you train new staff members who have a call handling or phone-based role?
6. Do you discuss transactional business over the phone?
7. Have you ever wondered what your staff are saying to your customers over the phone or what your customers are saying to your staff?
8. Have you ever received a call from the office but not known who was calling?
9. Do you ever get disputes with customers over what has been said on a phone call?
10. Have you ever analysed the quality of your customer service staff?
11. Do you take credit card details over the phone?
12. Do you find that you need the phone numbers on your mobile on your desk phone and visa-versa?
13. Have you considered linking your CRM to the phone system?

## 13 Answers and Suggestions In connection to the Key Questions

1. Do they use a CRM or other database? This could open opportunities for screen popping using Phone Manager Professional.
2. If they are proactive, this could be a Campaign Manager outbound dialler opportunity: if they are reactive it's a CRM integration opportunity: also if it is busy (with calls queuing) then they could have Queue minder IVR prospect.
3. MiVO Application Suite Call Reporter gives full detail of calls in and out of the business.
4. Phone Manager has a presence capability showing status and availability.
5. Phone Manager has a team leader licence that enables the supervisor to listen into calls for coaching purposes – alternatively the Call Recorder can enable managers to play back calls to ensure staff are saying the right things in the right way.
6. Transactional business and the details discussed could warrant call recording to avoid disputes – recorded calls can be stored in the customers CRM record.
7. What are you staff and customers saying about you – call recording offers not only the ability to record and playback calls, calls can be monitored in real time to see what agents are saying and calls can be played back and analysed.
8. The name or extension number of the person who called you from your office, is displayed on both Phone Manager desktop and Phone Manger Mobile.
9. Disputed calls – see note 5 – calls can be recorded and stored against customer record on the CRM.
10. Supervisors can playback calls to ensure customer service staff are saying the right things and making the right offers.
11. With credit card payments the PCI pause and resume capability assists in achieving regulatory compliance.
12. All your desk phone and company directory contacts are available from your Phone Manager Mobile – need to dial a mobile contact from your desk phone – set the PM Mobile up to dial from the desk phone and away you go.
13. Mitel MiVoice Office Application Suite enables you to have a trial licence deployment so you can see how it will work before you make a buying decision.