Telephone Service Standards Course for Managers: Call Flow, Vocal Tone and Resolution Coaching

22 – 26 November 2026
Doha

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Programme Summary

Telephone service standards are the subject of this one-week training course for managers and team leaders at managerial level, ending in a telephone service standards pack for one team. Calls are often won or lost in the first moments, yet standards for greeting, tone and closing are unwritten and coaching is uneven. The programme moves from the anatomy of a call to diagnosis of gaps, then to design of call flow, tone and difficult caller routines, and to a pack a team can adopt. Mars Training Centre UK delivers this programme on telephone service standards to mixed-organisation cohorts.

The Business Case

Banks, utilities, hospitals, airlines and public service lines still handle large volumes of calls, and the voice is often the only part of the organisation a customer meets. Callers repeat their story when transfers go badly. Managers who write clear standards and coach to them can improve consistency without scripting every sentence.

- First Call Resolution: Rises as callers are heard fully and problems are owned until closed.
- Caller Satisfaction: Improves as tone, pace and wording follow one standard.
- Call Handling Waste: Falls as repeat calls and poor transfers are traced and removed.

Principles and Evidence Base

- Active Listening: Confirms what the caller said and felt before responding, applied in Session 2 to listening checks.
- First Call Resolution: Measures whether the caller's need is met in one contact, applied in Sessions 3 and 5 to call design and targets.
- Call Quality Scorecard: Rates calls against agreed criteria, applied in Sessions 1 and 4 to standards and review.
- Call Coaching: Builds skill through listening to real calls with feedback, applied in Session 4 to coaching routines.

Intended Participants

- Managers who answer for the quality of telephone service in a team.
- Team leaders who listen to calls and give feedback to staff.
- Quality officers who design and calibrate call scorecards.
- Training leads who prepare staff for telephone work.

Typical settings include banking, utilities, healthcare, aviation and public service lines.

Learning Outcomes

1. Participants will be able to evaluate recorded calls against a written standard.
2. Participants will be able to diagnose quality gaps in greeting, listening, tone and closing.
3. Participants will be able to construct a call flow for common contact types.
4. Participants will be able to design routines for angry, anxious and confused callers.
5. Participants will be able to prioritise coaching points by effect on resolution and satisfaction.
6. Participants will be able to justify a telephone service standards pack to a senior sponsor.

Programme Structure

Day 1: Telephone Service Standards and the Anatomy of a Call

What does a good call look like from first word to close?

- Call Stage Map
- Greeting and Closing Standard
- Call Quality Scorecard Draft
- Caller Expectation Grid
- Standards Ownership Sheet

Day 2: Diagnosing Listening and Tone Gaps

Where do calls lose the caller's trust or waste the caller's time?

- Recorded Call Review Guide
- Active Listening Checklist
- Vocal Tone Observation Sheet
- Repeat Contact Reason Log
- Hold and Transfer Audit

Day 3: Call Flow and Resolution Design

How is a call shaped so the caller's need is met at first contact?

- Call Flow Template
- Questioning Ladder
- Empathy Statement Bank
- First Call Resolution Check
- Ownership and Callback Rule

Day 4: Difficult Callers and Call Coaching

How are staff prepared for hard calls and coached to improve?

- Angry Caller Response Routine
- Anxious Caller Reassurance Routine
- Call Listening Coaching Session
- Feedback Conversation Guide
- Scorecard Calibration Meeting

Day 5: Telephone Service Standards Pack for One Team

Do the earlier tools combine into one pack that a sponsor can adopt?

- Applying the Session 1 Greeting and Closing Standard
- Testing the Session 2 Active Listening Checklist
- Checking the Session 3 Call Flow Template
- Rehearsing the Session 4 Angry Caller Response Routine
- Completing the Telephone Service Standards Pack

Methodology

The programme uses structured exercises built on prepared call material for two teams, one a bank service line and one a utility billing line, each with call transcripts, scorecards, repeat contact logs and staff notes. Participants work in pairs and groups, role-play callers, and defend their pack to peers acting as a senior sponsor.

- Suggested activity: Scoring the same call independently and comparing scores to expose differences.
- Suggested activity: Rewriting a transfer so the caller never repeats the story.
- Suggested activity: Practising a feedback conversation on a call that went badly.

Capstone Output

Each participant completes a telephone service standards pack for one team. It holds a written call standard, a scorecard, a call flow, difficult caller routines and a coaching calendar. The pack is used at work to brief a senior sponsor and to set a common reference for team leaders who review calls.

Frequently Asked Questions

Is a training programme on telephone service standards suitable for managers new to call quality work?

Yes. Telephone service standards are taught through prepared call material and templates. The programme assumes responsibility for a team that takes or makes calls, but no earlier work on quality scoring.

Which models do telephone service standards rest on?

Telephone service standards rest on active listening, first call resolution, the call quality scorecard and call coaching, each applied to prepared call material.

How is the pack from telephone service standards used at work?

You use the telephone service standards pack to brief your senior sponsor, give team leaders one reference for reviewing calls and start the coaching calendar.

How do telephone service standards differ from a general customer service programme?

Telephone service standards concentrate on the voice channel, call flow, tone and call coaching, while a general customer service programme covers attitudes and channels of every kind.