



Personalize the interaction

It is mandatory to address the customer by name at least twice during the interaction. It makes your words more personal and is interpreted as being caring and empathic. Naturally using your customer's name will build strong bonds that are hard to break.

*"Yes, **John**, you will be able to..."*

*"**Mary**, upon reviewing your bill..."*

*"Thank you very much for the information, **Robert**"*

