

The Cornerstone of a Well-Managed Voice Mail System by Alan Kaye

Tip 1 – Change your greeting daily. We never get a second chance to make a first impression. Having a poor greeting on your mobile phone is like attending a business meeting with muddy shoes!

Tip 2 – Make sure your greeting is a QUALITY greeting. A QUALITY greeting leads to QUALITY messages, and good QUALITY messages make life a lot easier.

Tip 3 – Adopt the five KAYE magic points™ to ensure a QUALITY greeting. Make sure all greetings contain:

- 1 Your name.** Confirms to callers they have dialled correctly.
- 2 The date.** To show you're accessing your voice mail on a regular basis.
- 3 The reason for your absence.** Explanation reduces frustration!
- 4 A request for a detailed message.** Ask the caller to leave some information or ask a question or both. This allows you to obtain further information before returning their call. Finding out what the caller wants also allows you, particularly if you have several messages, to prioritise what you have to do.
- 5 When you will action the caller's message.** Here's the surprise. DO NOT offer to return their call. It may be a promise you don't wish to keep! Also, information provided in response to point 4 may make a return call unnecessary.

An example greeting is: "Hi, you're through to the voice mail of (your name) on (the date). I'm available this morning but will be attending a meeting between one and two this afternoon. To enable me to deal with your call effectively, please leave me a detailed message explaining the reason for your call and I will action it by 5 o'clock today".

Tip 4 – Steer clear of offering to return calls! Your better quality greeting means that you have a good chance of knowing what the caller actually wants. This enables you to prepare an appropriate response. This may be an e-mail message or arranging for a colleague with the appropriate knowledge to return the call.

Tip 5 – Don't miss the chance to increase customer response. If everyone in the company begins to change their greeting on a daily basis then the improvement in customer response to your business can be dramatic.

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