

Techniques for Building Rapport

All customer service representatives have the opportunity to build rapport in every interaction with the customer. Although there's no "right" formula for building rapport, there are a few simple techniques that can be helpful:

1. Use the customer's name.
2. Say "please" and "thank you."
3. Explain your reasons for saying no.
4. Show your interest in the customer's needs.
5. Be empathetic to the customer's feelings.
6. Let the customer know his or her options.