

From: [REDACTED] [REDACTED]@webloyalty.com]
Sent: Tuesday, October 21, 2008 8:28 PM
To: [REDACTED]
Subject: FW: scripts and changes

From: [REDACTED]
Sent: Tuesday, October 21, 2008 9:18 PM
To: [REDACTED]
Subject: FW: scripts and changes

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, October 21, 2008 4:01 PM
To: [REDACTED]
Subject: scripts and changes

Standard opening:

I understand, what I can do is look up the information and give you a brief description of what that charge/email represents and then you can tell me what you would like me to do. May I please have the spelling of your last name and zip code?

Explanation: By eliminating I can help you with that you are acknowledging what they said but not saying you will be doing what their initial request was.

By asking for the spelling of their name, it is easier to understand.
Also the spelling could be different than the pronunciation of the name.

Requesting the reason the member is canceling the membership:

Explanation: This should be asked at the end, of the call.

At least 90% of our members don't know anything about the membership and asking this question just makes them mad. If they haven't given the reason themselves during the call, then it would be appropriate to ask.
Also this is a iffy question even the members who are polite and calm during the call can get very upset when asked.

All COF / NCOF offers:

I would like to see (special reward) removed from the explanation of the offer. This promotional (or) incentive offer included access to these benefits Etc....

Member responses are usually what reward you promise a coupon for \$10.00, that I never received and charge me \$12.00. What kind of reward is that???????

Stop Bill:

When we state "I show the last charge was on this (date)" most people do not hear this or pay attention to what we're saying. if the charge they see is not the last charge showing on their statement it will cause them to call us back when they get their next statement..

They believe we've lied to them. The usual member response is I called last month and you promised to cancel the membership and you promised a refund and I have a credit for \$\$\$ and you charged me again.

Then you have to explain they were looking at the previous month bank or credit card statement. The charge was already processed.

My suggestion is ask them if that is the charge their seeing on their statement, if it is all is good. But if it isn't you can say that charge will be on the next statement, at least their aware of the charge and maybe it will eliminate some of the call backs.

I show the last charge was on (date) is that what your seeing. If they say yes just go on with the stop bill. If not

Insert: this charge will appear on your next statement. They may ask for this charge back but they probably will not be calling us back next month.

A large percentage of our calls derive from these calls. Speaking to others on the floor they think 40% - 50% of our calls are canceled members see a new charge on their account.

I believe this would reduce our call backs by a significant amount.