



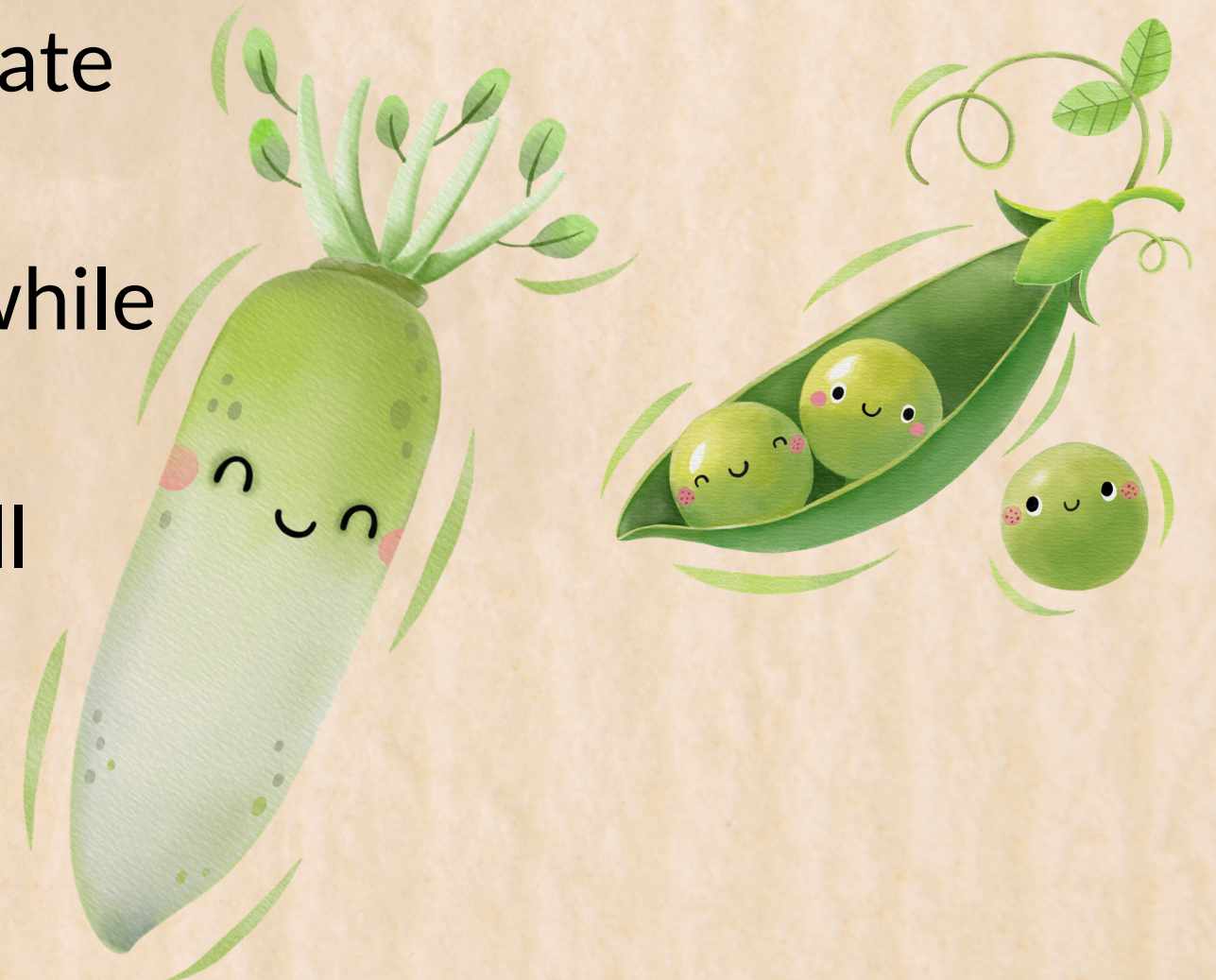
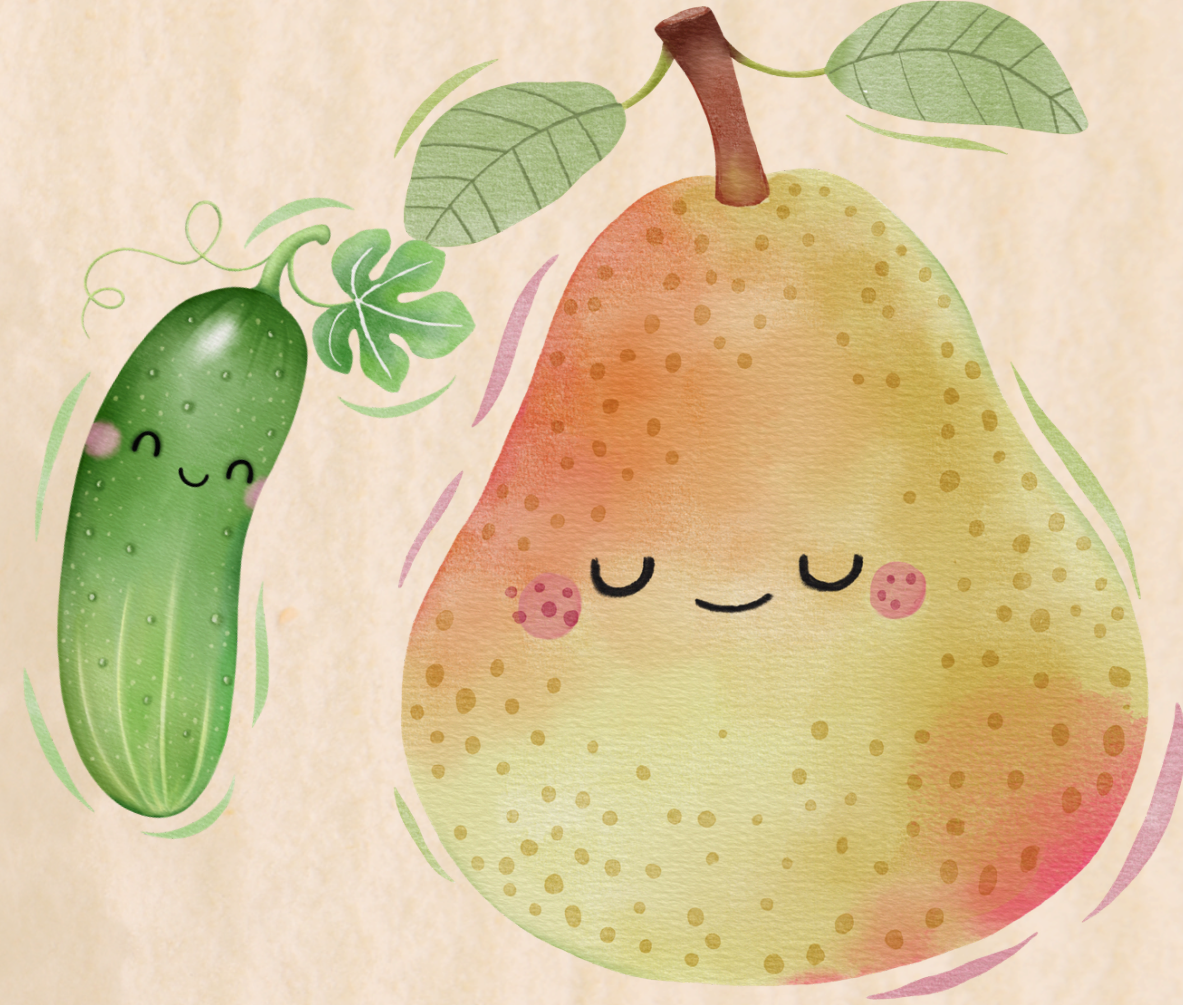
The Ingredients for Good

CUSTOMER SERVICE



SERVING UP EXEMPLARY CUSTOMER SERVICE

- Control the call by clearly stating questions.
- Obtain helpful information to determine the correct response and provide appropriate DLS instructions.
- Empathize with the caller's emotions while directing and encouraging the caller.
- Refrain from prohibited behaviors at all times.





KITCHEN ESSENTIALS: IMPORTANT CUSTOMER SERVICE DEFINITIONS

- **Positive Ambiguity:** Providing noncommittal reassurance in response to specific questions about the responder's arrival time, incident outcome, etc.
- **Voice Tone:** Intonation, pitch, modulation, etc., that express a particular meaning or attitude of the speaker.
- **Repetitive Persistence:** A hysteria-controlling technique in which the dispatcher repeats verbatim a calming request. This technique will help most callers regain self-control and become able to provide answers to interrogation questions or carry out Dispatch Life Support Instructions.

CUSTOMER SERVICE STANDARD 1: DISPATCHER ATTITUDE

When you do the same job every day, hear the same types of complaints, and handle similar situations over and over, it can be easy to become frustrated, sarcastic, judgmental, or even a little complacent.

Remember that while a call may feel routine, it may be one of the most stressful or frightening moments of the caller's life.

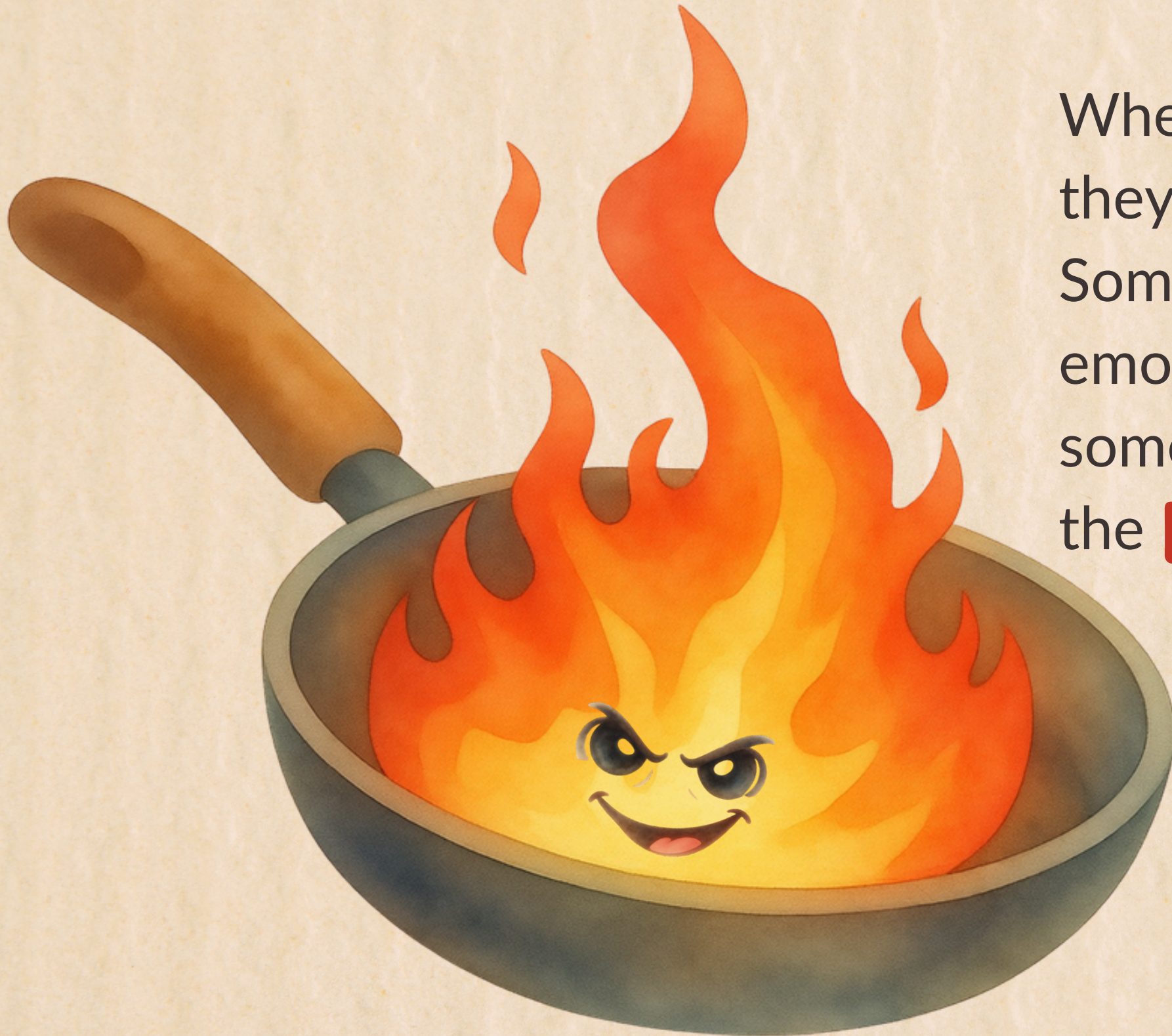
Most people only call 9-1-1 once or twice in their lifetime.

They expect, and **DESERVE**, to be treated with patience, professionalism, respect, and to feel that their situation is being taken seriously.

Desired Behavior: The attitude expressed in the dispatcher's voice and mannerisms shows concern for the caller and patient/victim, is respectful, and is not judgmental, complacent, or sarcastic



HANDLING THE HEAT: EMOTIONAL CONTENT AND COOPERATION SCORE (ECCS)



When someone is experiencing an emergency, they are likely to feel a wide range of emotions. Sometimes, the caller's situation determines the emotional content and cooperation of the caller; sometimes it is the **DEMEANOR** or behavior of the **DISPATCHER**.

It is necessary to evaluate the the caller's ECCS score throughout the call and make adjustments to calming techniques accordingly.

HANDLING THE HEAT: EMOTIONAL CONTENT AND COOPERATION SCORE (ECCS)

ECCS Standard 1: Normal Tone/Volume

The caller is using a normal, conversational tone and volume

ECCS Standard 2: Anxious/Concerned

The caller is anxious and demonstrating concern, but is cooperative.

ECCS Standard 3: Distressed but Responsive

The caller's tone is bordering on distress and becoming more demanding. The volume is increasing, but the caller is still responsive to questioning. The caller may need to be asked the same question more than once because of their distracted behavior.

ECCS Standard 4: Yelling/Not Listening

The caller is yelling loudly, is not listening to the questions, and fails to understand why help is not being sent or what the delay is. The caller is uncooperative.

ECCS Standard 5: Hysteria

The caller is doing the only thing s/he is immediately able to do, which is calling for help. The caller's distress is such that s/he does not comprehend what the dispatcher is saying. The caller only knows s/he needs help and is crying hysterically for assistance. Often, the dispatcher can obtain the location, an outline of what happened, and no further information.

CUSTOMER SERVICE STANDARD 2: USE CORRECT VOLUME, TONE AND RATE

When someone calls 9-1-1, they may already feel anxious, scared, or overwhelmed. The dispatcher's volume, tone, and rate can either help **CALM** those emotions or unintentionally escalate them. If a caller's Emotional Content and Cooperation Score (ECCS) increases, consider how our delivery may be contributing. A calm, confident voice and appropriate rate of speech can reassure callers and help them follow instructions.

Desired Behavior: The dispatcher's tone and volume provide a degree of reassurance to callers that the emergency is being handled by a professional they can trust. The dispatcher avoids unnecessary interruptions by allowing the caller to answer questions during the interrogation process and explains any unavoidable interruptions in a professional tone.



CUSTOMER SERVICE STANDARD 3: DISPLAY COMPASSION

To understand this concept, we have to understand what **COMPASSION** is.

Compassion is defined in Marriam-Webster as: “sympthetic consciousness of other’s distress together with a desire to **ALLEVIATE** it.” Though, the word itself literally means “to suffer together” when translated from its Latin origin.

This is different from simply displaying empathy. While empathy is about understanding and sharing someone’s feelings, compassion includes the desire to help. As the first, first responders, that desire should be at the heart of every interaction.

[What is Compassion?](#)





CUSTOMER SERVICE STANDARD 3: DISPLAY COMPASSION

As humans, we want to know that the person we turn to for immediate help cares about what we're experiencing. The words, tone, and **LANGUAGE** we use all leave an impression. How we communicate can reassure callers that they are being heard, taken seriously, and not only that we are there to help, but **WANT** to help.

Desired Behavior: The dispatcher uses words and phrases consistent with professional, compassionate communication.



CUSTOMER SERVICE STANDARD 4: AVOID GAPS

Gaps during a call can easily be misunderstood. Even though we know we are working to get help started, the caller has no way of knowing what is happening behind the scenes. To a caller in an emergency, a few seconds of **SILENCE** can feel much longer and may come across as uncertainty.

Confident call processing can help prevent unnecessary gaps, **and confidence comes from being prepared.** Stay sharp and up to date on your training so you can confidently navigate each caller's problem nature. Familiarize yourself with the protocol, not just to know the answers, but to know where to find them when questions arise during a call.

Desired Behavior: The dispatcher avoids unnecessary gaps by telling the caller what s/he is going and what is going to happen next. When gaps cannot be avoided, the dispatcher explains why there will be a short lull in the conversation.

CUSTOMER SERVICE STANDARD 5:

EXPLAIN ACTIONS

Remember, most callers don't know what happens next. After briefly explaining what happened, they may think they've given us everything we need and try to end the call.

Callers who remain on the line may also become confused or frustrated by the number of questions asked, especially if they believe those questions are delaying the response. They may not realize that responders are often already on the way while additional information is being gathered. Keep the caller **INFORMED** throughout the process. A little explanation can reduce frustration, build cooperation, and reassure them that help is moving forward.

Desired Behavior: When a caller is impatient or frustrated and wants to hang up the phone, the dispatcher tells the caller that s/he needs to stay on the phone. The dispatcher explains to the caller what is happening or what is going to happen and what to expect next



CUSTOMER SERVICE STANDARD 6: PROVIDED REASSURANCE

When in an emotional situation or an emergency, callers want to **KNOW** that they have reached the right place, that help is on the way and that someone will tell them exactly what to do until help arrives.

Desired Behavior: When appropriate, the dispatcher reassures the caller that help is on the way and that s/he will provide instructions on how to help the patient/victim/scene until the responders arrive. The dispatcher reassures the caller more than once, if necessary.

Keep in mind that there are tools available in protocol that can help when we need to provide reassurance.

Continue M-F-M		Narc administration				
Main	Additional Info	Reassure	Clear Airway	Remove Object	Control Bleeding	Extra Reassurance
←	→ Yes		No			

CUSTOMER SERVICE STANDARD 7: DON'T CREATE UNCONTROLLABLE EXPECTATIONS

When callers are highly emotional, it can be tempting to reassure them by saying “Everything will be okay” or “Responders are just a few minutes away.” While well-intended, these are **PROMISES** we may not be able to keep. We can't guarantee the outcome of an emergency, and many factors can affect response times.

Desired Behavior: The dispatcher avoids any statements that may create unattainable or unrealistic expectations for the caller. If asked when responders will arrive or about possible outcomes, the dispatcher uses phrases consistent with the *positive ambiguity* concepts taught by the IAED.



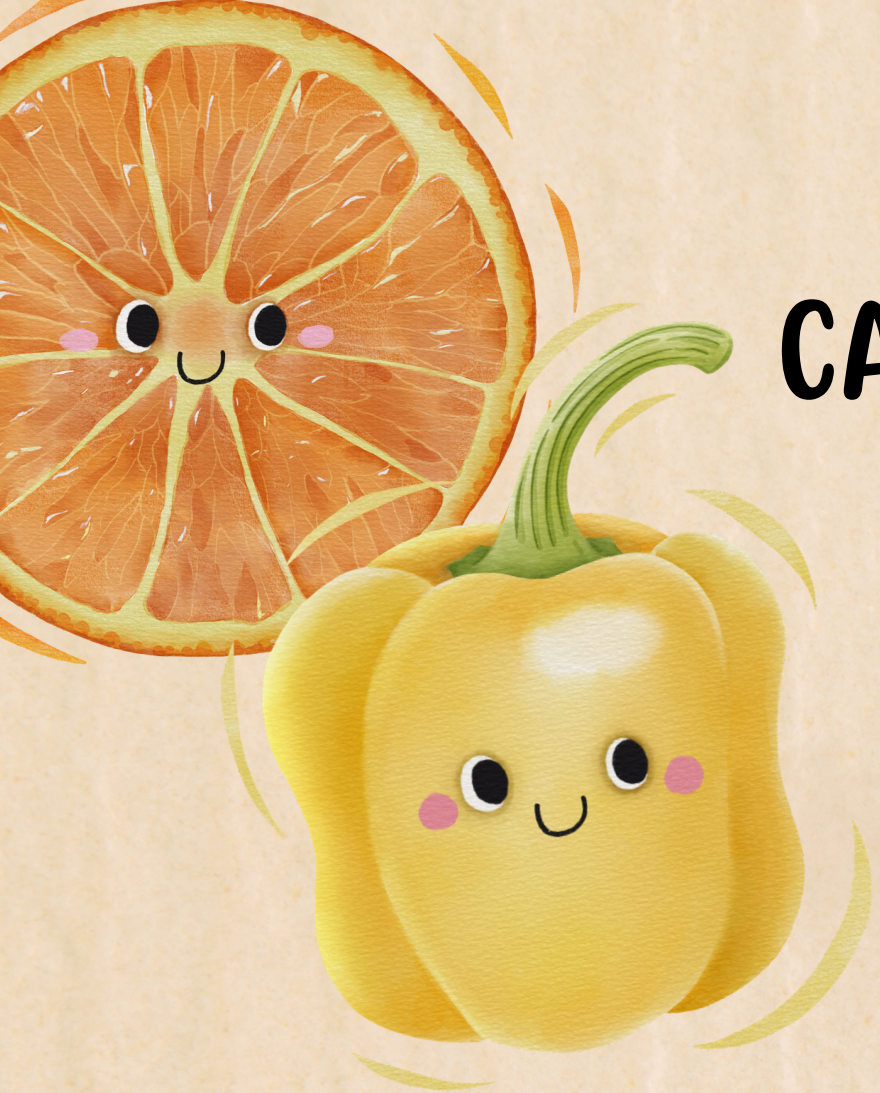
CUSTOMER SERVICE STANDARD 8: PROHIBITED BEHAVIORS

Desired Behavior: The dispatcher will not employ any statement or action that may create feelings of anger, confusion, anxiety, or helplessness for the caller, patient, victim, or family.

Prohibited behaviors include, but are not limited to:

- Questioning the integrity of the caller
- Yelling at the caller
- Using derogatory, profane, offensive, hostile, demeaning, or discriminatory language or tone of voice
- Showing disdain or disrespect for the caller, patient, victim, or family
- Using threats (e.g., claiming the caller will be hung up on, saying help will be withheld until the caller complies) or ordering the caller to be quiet or to shut up.
- Asking permission to give instructions.
- Reprimanding the caller, patient, victim, or family for any of their actions





CUSTOMER SERVICE STANDARD 9: CALMING STATEMENTS - REPETITIVE PERSISTENCE



Some emotionally charged callers require stronger intervention. If other techniques prove unsuccessful in reassuring or calming the caller, the dispatcher will use **REPETITIVE PERSISTENCE** practices at any time during the call for those callers with an ECCS above a 1.

Desired Behavior 1: The statement is repeated to the caller verbatim, maintaining a firm but caring tone. The dispatcher repeats the statement several times, including reassurance and explanatory statements, using exactly the same language and voice tone.

Desired Behavior 2: The statement includes a required action with a reason for the action.

Desired Behavior 3: The dispatcher uses the caller's name or title whenever possible. This may be dependent on the culture and age of the caller.

*** Simply repeating a title or name without using other appropriate calming and/or communication techniques does not meet the minimum performance for this standard. ***



THE PERFECT BLEND

You may have noticed that many of our Customer Service Standards work hand in hand. For example, using the right tone, rate, and volume often supports a positive attitude. Reassurance and explaining your actions can also help fill gaps and keep the caller engaged.

Good customer service evolves throughout the call based on what the caller needs in that moment. A proficient telecommunicator knows how to use these standards together, adjusting as needed to build cooperation, maintain control of the call, and provide the best possible experience for the caller.

“Customer service is the practice of providing confident, compassionate, and personalized care for callers, patients, and victims”

ED-Q Performance Standards - Section 4: Customer Service Standards

QUESTIONS?

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FOR MORE CDES:



www.ElPasoTeller911.org



[El Paso Teller 9-1-1 Training and Protocol Dept.](#)

