

Telephone call script instructions

Almost all of the communication materials featured in this toolkit ask people to call your TCA for more information. For this reason it's vital that anyone who might have to talk to someone about getting their new pass has answers to common questions. And if any of your TCA's staff need to make outbound calls it's important that they request all of the correct information. This is where a call script comes in.

How do I use it?

The call script is designed to be used as a crib sheet which your TCA's staff can refer to when answering telephone enquiries. If they make any outbound calls, it can be used as a script to ensure they ask all the correct questions and request all necessary information. The document contains the most likely questions that enquirers might have. Further detail can be found in the full Questions and Answers document.

What do I need to do?

Simply print as many of the scripts as you require and hand out to anyone who may need to answer queries about the bus pass scheme and to anyone making outbound calls.