

Callers making calls to consumers on behalf of an organisation (not telemarketing etc) should always be easily understood, without strong regional accents, and have to speak and enunciate clearly, to avoid having to repeat words or sentences.

Sometimes, if a caller is interrupted because of being misheard, they have to repeat the whole spiel, and have obviously learned their speech by heart without understanding the meaning or context. This is very offputting, and leads to the recipient of the call to hang up and/or lose patience.

Even if a customer has had cause to complain, the call always ends with the company representative, saying something on the lines of '... thank you for calling ..., we hope you have a nice day' ! This does not go down well.