

Frequently Asked Questions

Answering Common Questions About
Your Call Center Script Strategy



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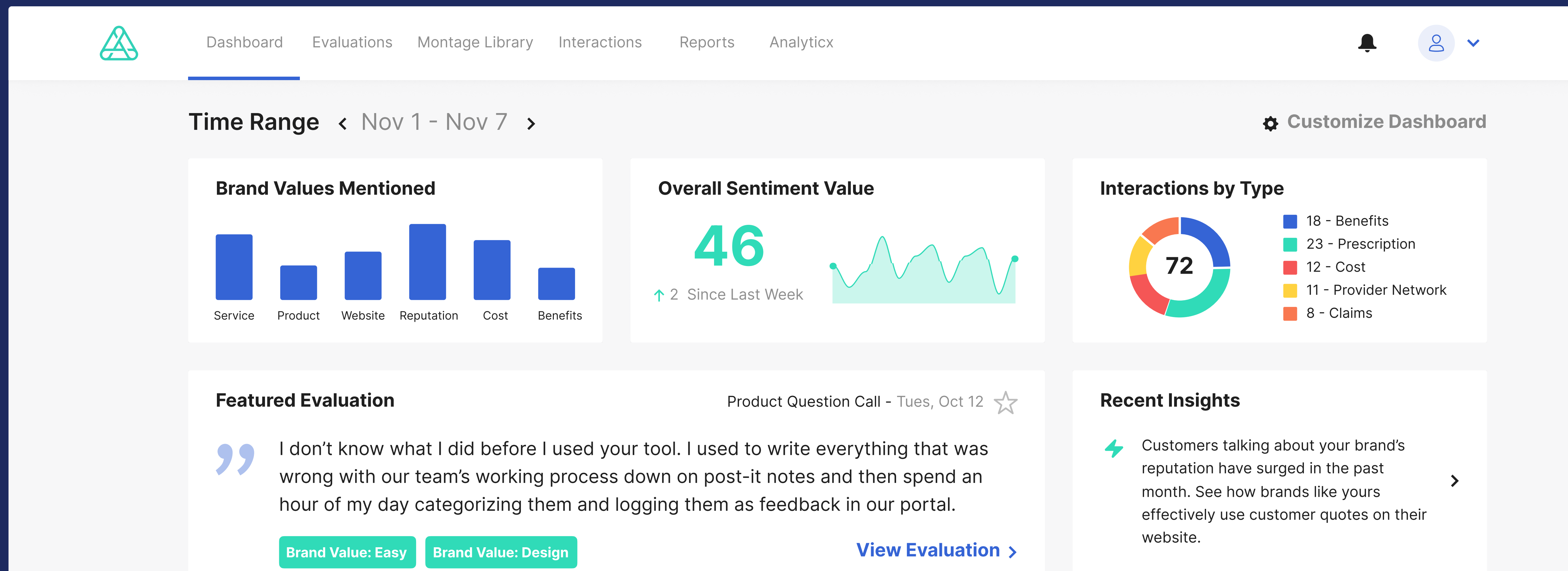
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Contact Us

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Authenticx is the new standard in healthcare for listening to customer voices at scale.



About Us

Founded by former healthcare executive Amy Brown, Authenticx makes it possible for healthcare organizations to have a single source of conversational data, creating powerful and immersive customer insight analysis that inform business decisions.

Contact center leaders need to feel confident their scripts are effectively equipping their employees and customers. Listening at scale enables conversations to drive initiatives of brand loyalty, quality control, and process efficiencies – which can be strategically used to improve call scripts and agent effectiveness.

We help leaders strategically invest to optimize their quality assurance metrics to improve customer experience and operational effectiveness. With fully configurable options, Authenticx offers a healthcare-specific quality solution.

"Through leading call center teams, but then also being on this side of it and working with clients, I found that most companies find a way to blend scripted sections of their talk track. Then they're able to identify the areas of the track where that agent could be more their authentic self in that conversation."

Amy Brown, Founder & CEO

Consistency

harmony of conduct or practice with profession (Merriam-Webster)



QUESTION

How can agents establish consistency in script messaging?



ANSWER

Provide clear guidelines around how agents should convey information about the product or service. Agents need to know where they have space to make conversations their own and where they do not.



QUESTION

What can new and veteran agents do to stay consistent and accurate?



ANSWER

All agents should feel comfortable with the script, knowing where precision matters most (trust and compliance). Train (new and veteran) agents together with their first-hand insights to create an updated script.



QUESTION

How can scripts support agents to become a trusted guide for customers?



ANSWER

Healthcare conversations are complex and dynamic. Using a script as a guidepost can allow agents to listen attentively while being able to regain direction in a controlled format.



Want to see Consistency in Action?

[Read Navigating the Complexities of Medicare as a Trusted Guide →](#)

Compliance

conformity in fulfilling official requirements (Merriam-Webster)



QUESTION

If agents follow a script verbatim, can conversations still be relevant to meet individual customer needs?



ANSWER

When scripts consistently evolve with the world around them (e.g., COVID-19) and leaders listen to how scripts are handled by the agent and the response of the customer, agents are more likely to create a relevant, personalized experience.



QUESTION

What can leaders do to help agents stay within regulatory guidelines?



ANSWER

Agents want to help as much as they can. It's important to blend specific language with human connection via training and intelligent quality solutions, such as with AI integration and monitoring dashboards.



QUESTION

How can scripts support the protection of sensitive customer information?



ANSWER

With scripts crafted from regulatory guidance and active listening, agents should verify identities, use legally approved language, and give factual information that will improve the CX and credibility.



Want to see Compliance in Action?

[Read Increase Monitoring and Reduce Compliance Observations →](#)

Efficiency

effective operation as measured by a comparison of production with cost, as in energy, time, and money (Merriam-Webster)



QUESTION

Can scripts help improve call center key performance indicators (KPI) metrics, like first call resolution (FCR) or average handling time (AHT)?



ANSWER

With an intentional listening platform in place, scripts can be evaluated to understand their impact on agent performance and their ability to improve KPIs, like FCR.



QUESTION

What should call center leaders look for when reviewing agent performance?



ANSWER

Leaders must go beyond traditional reviews. They should be listening to the nuances and context in customer conversations with intelligence tools (AI) to shine a light on areas for agent and script improvement.



QUESTION

How can leaders help agents adjust to unexpected or new customer responses?



ANSWER

Humans will bring the world around them into conversations. Leaders are tasked to be flexible and prepare scripts with market dynamics, world events, and brand updates in real-time.



Want to see Efficiency in Action?

[Read Celebrating Positive Impact by Addressing Support Disruptions →](#)

Training

the skill, knowledge, or experience acquired by one that trains (Merriam-Webster)



QUESTION

If agents are coached regularly, why are scripts still necessary?



ANSWER

Although it's great to train routinely, scripts help refocus conversations that go off track. They allow key talking points to be woven into conversations without customers feeling "talked at."



QUESTION

How can call center leaders leverage agent feedback to grow brand perception?



ANSWER

Leaders must listen to how agents respond with innovative tools, like AI, to scripts and produce an ideal business voice ("face") that pairs outcomes with agent feedback; i.e., train on scripts and for actions.



QUESTION

Can agents feel more equipped or inspired with a call center script?



ANSWER

If agents gain trust in their knowledge, scripts support and build confidence. While important, scripts cannot replace the human judgment and empathy agents build with customers.



Want to see Training in Action?

[Read Preparing for Medicare Open Enrollment with Impactful Insights →](#)

Quality

degree of excellence (Merriam-Webster)



QUESTION

How can a company maintain vendor or hub script reliance and quality?



ANSWER

Vendors and hubs can create operational efficiency. However, companies must understand risks to ensure gaps are not found in script compliance and customer security, so investing in a listening solution is key.



QUESTION

How can scripts be adapted to help in real-time situations?



ANSWER

Making scripts fit in real-time can help get the resources customers need, meet the organizational bottom line, and help call centers (leaders and agents) reach their metric-based goals.



QUESTION

How is scriptwriting in call centers an important piece in customer journeys?



ANSWER

Scripts are the beginning of a customer's call center experience. Scripts inform conversations, conversations inform metrics, and metrics inform insights that are reflective of brands, their promises, and their industry value.



Want to see Quality in Action?

[Read Read Leveraging Conversations in Call Center Vendor Training →](#)

Quick Tips

There is no silver bullet in unlocking call center scripts in real-time conversations. Humans come with questions that agents cannot predict from a script – they cannot be perfect in every case. When agents get stuck, there are ways to respond that can help unite resources, follow-up, and best resolutions.

There are three common ways agents can respond when scripts don't meet caller needs:

1

TIP #1

It's okay to say "I don't know" if agents are unsure. Being honest and following with "That's a great question, and I'll get back to you on that" or "I'll see what I can find to help you" can help alleviate agent discomfort and customer disengagement.

2

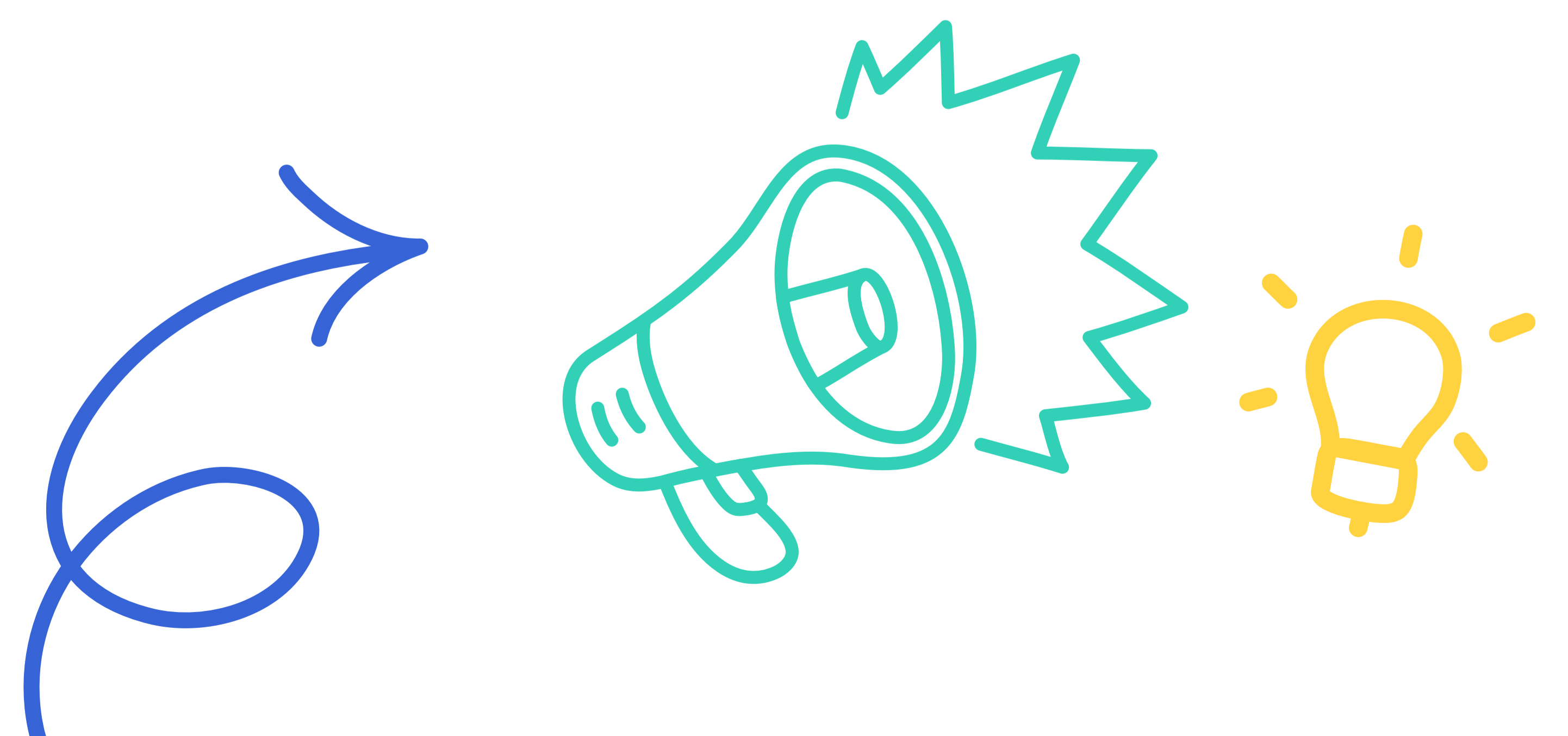
TIP #2

Letting the customer know how much agents care about their specific issue can relay how serious agents are to help. This can be best seen through phrases similar to, "I'll escalate this issue to management."

3

TIP #3

Gain affirmation through repetition. When an answer isn't in the script, repeat what the customer is asking by saying it back to them so customers can lead the conversation while agents make sure they fully understand what it is customers need. This prompts guidance and action.



Takeaways

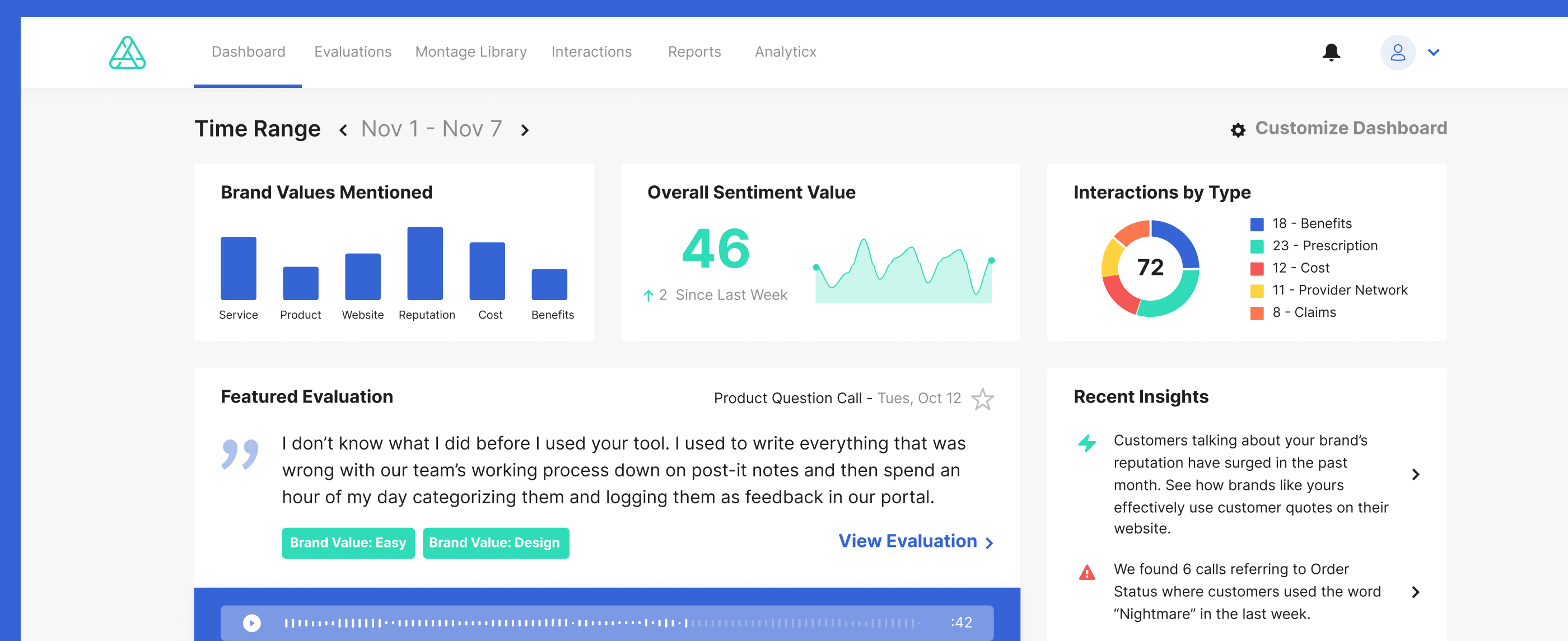


In many cases, call centers are “the face” of a business. Realizing that agents and the technology (intelligence tools) used alongside them become the voice of the brand can lead to improved success from responsibility, empowerment, and the passion to impact customers in beneficial ways. Just as businesses are intentional with what a website says, how products work, or which consultants they bring into the team, organizational leadership should have the same efforts toward their call centers. It is a part of the brand that links directly to CX and PX, not just a process to share information and meet traditional metrics.

Scripts are a reflection of the brand, its promises, and the promises shared by customers. With a clear listening system in place, scripts can be evaluated in real-time to evolve as frequently as customer needs do – they can help establish consistency, monitor compliance, accelerate efficiency, impact training, and access quality control.

Want to learn more?

[Request a demo at authenticx.com](https://authenticx.com) →



Interested in leveraging call center conversations to prompt action and ROI with insights?

At Authenticx, we help healthcare organizations analyze and activate customer interaction data at scale to reveal transformational opportunities in customer experience.

[Contact Us](#) →

