

## Are Your Customers Telling the Truth

Written by Jacqueline Lawson  
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### Are your customers telling the truth?

Liars are often easy to spot, but aren't so obvious when you just hear them. Here are three signs when someone on the phone is lying.

#### Listen for these clues that customers aren't revealing the whole truth:

1. Hard swallows. Liars often swallow more often and louder than someone who is speaking naturally (and truthfully).

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1. Scant details. Lies take time to devise, so when people are telling fibs, they might not have their fabled facts all lined up. So they won't give much detail.

2. Fast talk. Liars usually try to get to what they want quickly, so they'll talk fast, hoping contact center agents will do the same.

#### Key Phases to Listen for...

If customers say anything like this, they're confused and need more attention.

Sales Agents want to slow down if customers say:

"It doesn't seem to ..."

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“I’m not sure ...”

“I can’t figure out ...”

“It seems confusing.”

Customers who say these things are struggling to organize their thoughts or take in what agents have said. That’s when agents want to slow down, get focused and use a soothing voice to keep customers calm.