

ATTICA GOLD COMPANY

Call Centre Script

Opening Greeting

- Good Morning / Good Afternoon / Good Evening
- Thank you for calling Attica Gold Company.
- My name is [Agent Name]. How can I help you today?

Customer Handling Process

- Step 1: Listen → Understand → Resolve
- Listen carefully to the customer's query
- Understand the concern clearly before responding
- Provide accurate and appropriate resolution

Basic Questions

- May I know your name, please?
- Is your query related to Gold Loan (Hand Loan) or Release?

Required Documents

- Original ID Proof (Aadhaar / Voter ID / Passport / Driving License)
- Gold Purchase Invoice Copy
- Pledge Acknowledgment Slip
- Release Slip (if applicable)

Gold Details

- May I know how many grams of gold you have pledged?
- Explain purity check & valuation process clearly

Branch Assistance

- Suggest the nearest branch to the customer
- Share branch details: Address, Location
- Confirm customer has received details during the call
- Inform working hours clearly

Visit Planning

- When are you planning to visit the branch?
- Ask for preferred date & time
- Set reminder for follow-up call

Customer Support

- If you face any issues at the store, please call: 8880 300 300

Customer Feedback

- May I know how you came to know about Attica Gold Company?

Final Check

- Is there anything else I can assist you with?

Closing

- Thank you for calling Attica Gold Company.
- Have a nice day!