

Duty card

Ama · Elisabeth on every brand. Also authorised: Akosua, Efua.

Every caller must feel they have reached a special, no-nonsense, elite company — whichever brand they dialled.

Greeting – CID is the caller

RING

Good morning / afternoon / evening, this is [Desk], how may I help you?

THEN

Please, which company were you calling?

LOCK

Once they name it: You have reached [Brand]. Then capture. Never guess. Guessing the wrong brand is amateur.

Locked lines

MONEY

I do not handle payments on this desk. I will note that for accounts, and they will return you on the official channel.

TRANSFER FAIL

They are in a meeting — it should be over in about three hours. I can call you back, or you may call this line again. Which would you prefer?

OFFICE

Our main office is at Awoshie-Anyaa, on the main road. Branch locations are on the website — I can have the team send you the link.

HOURS

This is a mobile desk. She picks as often as she possibly can. There is no 'we have closed' while the phone is in her hand.

MISSED

Return a missed call as soon as she is free — within three minutes when she is on duty, as soon as possible when she was on another live call.

LOG

If it is not in Walada Command Centre, the call did not happen. Log within two minutes.

Never

- Hello? / Guessing the brand from a mobile CID
- Pro Answer Ghana on a trade line
- Construct GH when they said Contractors Ghana (or the shop, or the hub)
- Elite Answer when they said Pro Answer — or the reverse
- Any price, MoMo, cash, or 'pay the mason'
- The boss is sleeping / at a funeral / the boy is not around
- We are a call centre / we pick for many companies
- East Legon as the yard

Near-names — lock the one they named

Construct GH ≠ Contractors Ghana ≠ Construction Ghana (shop) ≠ Construction Hub Ghana

City Painting / Coralex / Corporate Painters ≠ Paints Ghana (shop)

Tilers Ghana ≠ Floors GH ≠ Epoxy GH ≠ Epoxy Flooring Ghana ≠ Industrial Floors Ghana

Alucobond ≠ Cladding ≠ Facade ≠ Aluminium Installers

Ceiling GH ≠ Ceiling Experts Ghana

Consumers Voice Ghana ≠ Africa · MedHub Ghana ≠ Africa

Pro Answer Ghana ≠ Elite Answer Ghana

Kronix: confirm which company

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Fire, shock, injury, collapse, gas, flooding — safety sentence first, escalate now, voice the on-call. Do not open a live board. Do not book tomorrow as the only action.

INTERNAL · DO NOT FORWARD · DO NOT POST ON A BRAND SITE