



*“Rapport” is defined as “a close or sympathetic relationship.” Establishing rapport with your contact paves the way for a successful interview by helping the patient feel respected, heard, and understood. When contacts feel some level of rapport with you, they are more likely to trust you, and this typically enhances the quality of information you can obtain in your role as a contact tracer.*

## Tips and Tricks on Communication-Building Techniques

- Use the contact’s name throughout the call
- Reduce background noise
  - This shows respect for the person’s time and your goal of focusing on their needs
- Understand that this may be a scary conversation
  - Take your time to ease your contact and explain that you’re here to help them
  - Show empathy and attempt to normalize any concerns that are voiced by using third-person statements (for example, try saying “a lot of people feel that way”)
- Have a smiling voice (smiles come through in your voice)
  - Surround yourself with pictures or things that bring you joy
  - Post a mirror nearby to see how you are approaching the conversation
- Find some common ground or a way to relate to your contact, if you can
- Mirror, pace, and lead
  - If they speak slowly, slow down
  - If they pause, ask if they have any questions
- Actively listen
  - If you need clarification, ask
  - Repeat what you’ve been told or asked to make sure you understand (this also indicates you are valuing their contributions to the conversation)

People don't care how  
much you know  
until they know how  
much you care.

**Theodore Roosevelt**