

# 《呼叫实务英语》教材初稿

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## Unit 1 What Kind of Hotel and Room would you Like to Reserve?

### Background information of hotel

➤ The basic classification of hotel

Classification of Hotel	Aiming at	Offering	Superiority
<b>Commercial hotel</b> 商务酒店	People who travel on business	A room with a private bath, a telephone, and a television set	Meeting room, banquet hall, coffee shop
<b>Resort hotel</b> 度假酒店	Vacationers and recreation-minded people	Usual hotel services and guest entertainment	Free of the large city clamor
<b>Residential hotel</b> 公寓式酒店	People who develop the habit of living permanently in hotels	Maid service, a dining room, room meal service, and possibly a cocktail lounge	The food and beverage department is small and convenient
<b>Motel</b> 汽车旅馆	The person traveling for pleasure with his family	Similar to commercial or resort hotels	Free parking on the premises

Suggestions for hotel staff are as follows;

1. Reception staff should keep smiling and have professional images;
2. Reception staff should be more inclusive;
3. Reception staff can listen to customers' feedback with an open mind and understand what customers need;
4. Let the customer feel that the reception staff respect them;
5. Reception staff can propose solutions in a timely manner and have the ability to help customers solve problems.

### Part 1: Listening

**Situation 1:** Here is a conversation between the caller and a customer representative about reserving a room.

**Task:** Listen carefully and decide whether the following statements are true (T) or

false (F).

	True	False
1. The caller's name is Moole.	<input type="checkbox"/>	<input type="checkbox"/>
2. The purpose of the call is that the caller wants to book a single room.	<input type="checkbox"/>	<input type="checkbox"/>
3. The caller will arrive at the hotel on October 10 <sup>th</sup> .	<input type="checkbox"/>	<input type="checkbox"/>
4. The hotel is called Garden Hotel.	<input type="checkbox"/>	<input type="checkbox"/>
5. The caller pays \$300 for the total.	<input type="checkbox"/>	<input type="checkbox"/>

**Situation 2:** An agent is handling a room booking business with a customer on phone.

**Task:** Listen carefully and choose the correct answers to the following questions.

- The name of the hotel is ( ).  
A. Romantic Hotel   B. Rose Hotel   C. River Hotel   D. Royal Hotel
- The room rate is ( ) per night.  
A. RMB300   B. RMB400   C. RMB500   D. RMB600
- The number of the nights the customer will stay is ( ).  
A. 2   B. 3   C. 4   D. 5
- The check-in time is ( ).  
A. after 12:30 pm   B. after 1:00pm   C. after 1:30pm   D. after 2:00pm
- They will leave the hotel on ( ).  
A. May 2   B. May 3   C. May 4   D. May 5

### New words and expressions

reserve v. 预订, 预约

reservation n. 预订, 预约

customer representative n. 客服代表

## Part 2: Reporting

### 1. Oral reporting

#### Sample: Reserving a room by phone

**Situation:** Calvin Smith is calling to inquire about how to make a reservation of a room. Fish Johnson, a customer service agent is answering the call.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

F: Fish      C: Calvin

F: E-trip Room reservation online, what may I assist you?

C: Yes. I urgently need a room for three days, from tomorrow night, and do you have any vacancies?

F: Yes, we have. What kind of hotel and room would you like?

C: I'd like a suite with an ocean view, please.

F: No problem, sir. How about Royal Hotel near the ocean?

C: What is the price of the suite?  
 A: It is ¥ 480 Yuan per night.  
 C: It is a little high. I'm told that you are offering a discount now.  
 F: Yes, but the offer ended yesterday. I'm sorry.  
 C: Oh, I see. Then do you have anything less expensive?  
 F: No, sir. So far it is the least expensive suite for tomorrow night, 23<sup>rd</sup> June.  
 C: OK, I will take it. By the way, does the price include breakfast?  
 F: Yes, it does. Now could I have your name, please?  
 C: My name is Calvin Smith.  
 F: Would you kindly spell it for me?  
 C: That is C-a-l-v-i-n S-m-i-t-h.  
 F: And your telephone number, please?  
 C: It's 1362731134  
 F: 1362731134, thank you, I got it. And how long do you expect to stay?  
 C: About three days.  
 F: OK. What time are you expecting to arrive? The earliest check-in time is after 1:00pm.  
 C: We shall arrive at about 6 pm.  
 F: Ok, we will keep the room from 6 pm to 8 pm.  
 C: Thank you.  
 F: Let me double check your reservation. Mr. Calvin Smith booked a suite at Royal Hotel on 23<sup>rd</sup> June at ¥ 480 Yuan per night. If you have any change, please contact us anytime.  
 C: That's right. Thank you !  
 F: Thank you for your calling. Hope you have a nice day.  
 C: Thank you! Goodbye!  
 F: Goodbye!

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Situation 1:** A client is calling to book a room for her honey moon. An agent is making some suggestions for her and helping her to reserve the room.

Role	card	1A
<b>Caller</b>		
You are having a lovely and romantic honey moon. You are calling E-trip Reservation Online to book a room at Rosedale Hotel with a garden view.		

Role	card	1B
<b>Agent</b>		
The rooms with a garden view are all occupied at the moment. You suggest that the client have a room with a river view for the honey moon. Explain why and let the client feel satisfied and you are really helpful.		

**Situation 2:**

An angry caller is calling the telephone agent about a problem with his/her reservation. The caller does not understand why the room is different from the one he reserved. The caller demands to speak to a supervisor. Escalation policy requires agents to try every possible way of helping the customer before escalation to a supervisor. The agent must decide if this call is to be escalated or not. The supervisor will not take the call unless you complete the form below.

**Role card 2A**

**Caller**

You are an extremely busy manager assistant of a large corporation. You are angry that the telephone agent told you they couldn't offer the room type you booked a few days ago. They would offer another one.

You refuse to speak to anyone but a supervisor.

**Role card 2B**

**Agent**

A very angry customer refuses your suggestion of offering another room which is different from the one he booked a few days ago. He insists on transferring the call to a supervisor.

Explain why the situation changed expressed apology.

Please bear in mind

The supervisor will not take the call unless you have these details.

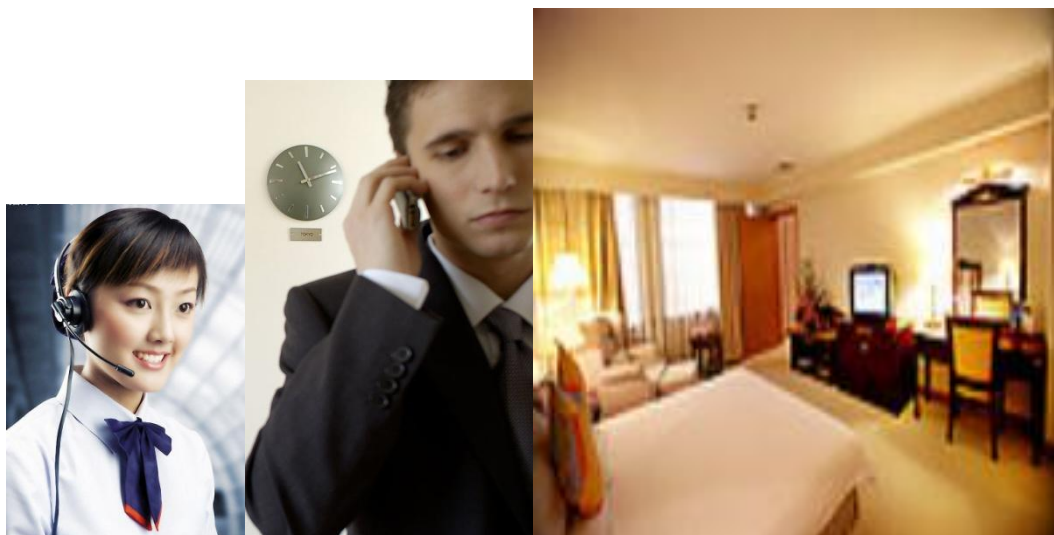
Call Escalation Requirements		
Name of Caller:		
Contact Details	Phone:	Email:
Reason for Escalation:		
Escalate:	<input type="checkbox"/> YES	<input type="checkbox"/> NO

**Task 2:** Describe the picture.

**Situation:** The picture shows the situation of a telephone agent talking to a man, who wants to book a room for his business trip. Try to describe the picture logically.

Tips of description: showing intention:

- The pictures express ...
- It is obvious that ...
- I think / believe / am sure that ...
- It seems / appears to me that ...
- The problem illustrated here is ...
- ... is typical of ...



## 2. Written reporting

### Skill: Manage the Customer Call

Every customer call is an opportunity to manage the conversation successfully and satisfy the customer; here are some strategies for discussion.

- (1) To be prepared
- (2) To be a friend of the caller's
- (3) To have a good attitude.
- (4) To keep silent all along.
- (5) To write down every word the call said.
- (6) To manage the length of the customer call
- (7) To balance the customer's interest with that of your organization
- (8) To response to the caller emotionally.
- (9) A generous amount of common courtesy
- (10) To be a good listener
- (11) To accept the compensation without hesitation.
- (12) To have excellent product and service knowledge
- (13) To close the call by saying "I will go to your house to discuss it with you".

**Task 1:** Work in pairs, discuss if the telephone agent wants to manage the customer call successfully, he/she needs (reference to the above)

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_
- (5) \_\_\_\_\_
- (6) \_\_\_\_\_
- (7) \_\_\_\_\_

**Task 2:** Read the strategy of identifying customer's need, circle the possible answers.

### STRATEGY: IDENTIFYING CUSTOMER'S NEEDS QUICKLY

This exercise helps you manage the length of the customer call. By focusing on the customer's need quickly, you can decrease the call duration.

Customer 1: "This is the third time I've called in the last few weeks. Last time I talked to sales manager. He said he would get my bill corrected and phoned. Now, there's no contact with me on the bill. It's wrong on item 7 and 8. The food we ordered was totally not the ones on your catalog. If it's still going on I would report it to a higher rank organization. That's something you guys should fix...I seriously demand the matter be dealt with as soon as possible"

How well did you listen to the customer? (Circle possible answers))

- A. Wants to discuss the billing.
- B. Wants to talk to the sales manager.
- C. Wants to change food items 7 and 8.
- D. Wants to discuss the compensation.

### New words and expressions

customer service agent 客户服务代表

vacancy n. 空位, 空缺

occupy n. 占据, 占有

escalation policy 升级措施

irate a. 生气的, 发怒的

supervisor n. 主管

transfer v. 转接, 转换

response v./n. 回应, 反应

common courtesy 基本礼仪

compensation n. 赔偿, 补偿

hesitation n. 迟疑, 踌躇

call duration 呼叫持续时间

### Part 3: Typing training

**Situation:** A telephone agent, who works at customer centre of the restaurant, is answering a caller's question.

**Task:** Listen carefully and try to type down the correct information.

Items	Information
Name of the Restaurant	
Name of the caller	
Colour of the lost property	
Time to arrive at the restaurant	
Lost property	

## New words and expressions

lost property 丢失物品

## Part 4: Extended Reading

### How To Book A Hotel In China

1 The purpose of this guide is to show you how and where to book a hotel in China.

2 Before going on, you need to be aware of these two points: Chinese hotels must register all of their customers with the police station. So, you will always have to show your passport when you arrive at the hotel. Not all hotels in China have a license to lodge foreigners. Because of this, I recommend that you make a reservation in advance and avoid having to try several hotels before you find one that you can stay at.

3 There are a variety of online portals to book hotels, but in my opinion, for China, the three best are: Agoda, Booking and cTrip. Why shouldn't you use multiple-comparison websites? While Booking and Agoda are included by the majority of multiple-comparison websites, such as Trivago, both Booking and Agoda offer exclusive deals to users who book directly on their website.

4 Agoda is one of the best portals for Asia both for the number of hotels and their deals.

Pros: Agoda is normally the portal that offers the best deals on hotels in Asia. In addition, its network of hotels in China is much better than more widely-known international portals such as Booking.

Cons: Agoda's coverage in some parts of China is still scarce.

5 Booking is one of the most widely-used platforms to book hotels in the world.

Pros: It offers a good selection of hotels; it has good deals and is one of the most popular platforms in the world.

Cons: Its selection of hotels in China is much smaller than the other two.

6 cTrip is one of the main travel agencies in China and one of the few Chinese travel agencies that has a good website in English (and other languages) that allows payment with non-Chinese banks.

Pros: It offers very good hotel coverage in the whole country.

Cons: Many of the hotels displayed on it don't have the necessary permits to lodge foreigners and it is missing some of the international hostels.

### Task 1 Read the text, and decide whether the following statements are T (True) or F (False)

- 1) Foreigners must register when they arrive at the hotel.
- 2) Foreigners can stay at any hotels in China.
- 3) There are only 3 online portals to book hotels: Agoda, Booking and cTrip.
- 4) If you book directly on the website, Agoda will offer exclusive deals.
- 5) cTrip has a good website in many languages.



**Task 2** Read the text again and give each paragraph a heading from the table below.

Paragraph 1 _____	a. advantages and disadvantages of the online portals
Paragraph 2 _____	b. aim of the passage
Paragraph 3 _____	c. brief introduction of the online portals to book hotels
Paragraph 4-6 _____	d. tips before we start to book a hotel

### New words and expressions

register v. 登记, 注册

lodge v. (为某人) 提供住宿; 存放, 寄放 (贵重物品)

portals n. 门户网站

scarce a. 稀缺, 匮乏

travel agency 旅行社

## Part 5: Supplementary Study

### The basic classification of rooms in hotel

Basic types	Differentiated by views	Differentiated by beds	Suites
Standard room 标准房	Mountain-view room 山景房	Single room 单人房	Superior suite 高级套房
Superior room 高级房	City-view room 市景房	Queen room 大床房	Deluxe suit 豪华套房
Deluxe room 豪华房	Lake-view room 湖景房	Twin room 双床房	Business suite 商务套房
Business room 商务房	Ocean-view room 海景房	Double room 双人房	Executive suite 行政套房
Executive room 行政房	River-view room 江景房	Triple room 三人房	Presidential suite 总统套房
		Family room 家庭房	

### Useful terms & expressions

market price 市价

cashier's desk 兑换处

accounting desk 帐务处

voucher n. 证件

price list 价目表

check, cheque n. 支票

interest n. 利息

reservation n. 预订

reception desk 接待处

reservation desk 预订处

luggage office 行李房

spare a. 多余的  
postpone v. 延期  
traveler's cheque 旅行支票  
fill v. 填写  
administration n. 管理、经营  
charge v. 收费  
bill n. 账单  
change money 换钱  
procedure n. 手续、程序  
information desk 问询处  
luggage label 行李标签  
overbooking n. 超额订房  
reasonable a. 合理的  
cash v. 兑换  
bank draft 汇票  
procedure fee 手续费  
What may I assist you? / May I help you? / How could I help you?  
What kind of hotel and room would you like?  
Could I have your name, please?  
Would you kindly spell it for me?  
And your telephone number, please? / Could I have your telephone number, please?  
Could you kindly repeat the numbers?  
How long do you expect to stay?  
What time are you expecting to arrive?  
Let me double check your reservation.

## Unit 2 What Kind of Flight Do You Prefer?

### Background information of airlines in China



Today's Air China can trace its origins to 1988 when Air China International Corporation (中国国际航空股份有限公司简称“国航”) was established. The corporate logo depicts phoenix, a legendary bird worshiped by the nation since ancient times as a symbol of luck and happiness. At the core of the “Phoenix Spirit” is the will to “serve the world, to lead and move forward to higher goals.” Our vision is to become “A leading carrier in the world”.

6.



Headquartered in Shanghai, China Eastern Airlines Co., Ltd. (CEA) (中国东方航空股份有限公司) is one of the three major airlines in China and could be traced back to the first squadron established in Shanghai in January 1957, and is the first Chinese airline to be listed on New York, Hong Kong and Shanghai stock markets.



China Southern Airlines Company Limited (中国南方航空股份有限公司), with world headquarters based in Guangzhou, has its company logo seen around the globe with a brilliant red kapok delicately adorning a blue vertical tail fin. As the largest airline in the People's Republic of China, the

airline radiates its distinctive cultural character of “Sunshine China Southern” and its mission continues to be "Connecting the World to Create a Better Life". China Southern is dedicated to fulfilling its vision of “Building a World-class Airline with Global Competitiveness”.



## Part 1: Listening

**Situation 1:** Peter, a member of the tour group is calling the customer service center of Guangdong China Travel Service to complain about something unhappy he experienced during the trip.

**Task:** Listen carefully and decide whether the following statements are true (T) or false (F).

- |   | True                     | False                    |
|---|--------------------------|--------------------------|
| 1. Peter called the travel agency to praise Joan Chen for her hard work.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Joan took the tourists to shop in many places, such as Shangxiajiu Road, Beijing Road and China Plaza. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Peter enjoyed doing shopping within a day.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Peter found it ridiculous to cancel a visit to Chen Clan Academy.                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The agent seems to be helpful.   | <input type="checkbox"/> | <input type="checkbox"/> |

**Situation 2:** Joan Chen is making a call to the customer service center of ticketing office of CIAC. She is booking two tickets for Mr. John Clinton & Mrs. Hilary Clinton.

**Task:** Listen carefully and choose the correct answers to the following questions.

- Joan is booking tickets to ( ).  
A. New York      B. Tokyo      C. Los Angeles      D. Seoul
- There is no direct flight on ( ).  
A. 22<sup>nd</sup>      B. 24<sup>th</sup>      C. 23<sup>rd</sup>      D. 25<sup>th</sup>
- The plane will leave at ( ).  
A. 13:30      B. 14:30      C. 13:40      D. 14:40
- The two tickets are ( ).  
A. US \$ 1250      B. US \$ 2500      C. US \$ 2250      D. US \$ 3750
- Confirm the reservation within ( ) of the take-off time.  
A. 24 hours      B. 23 hours      C. 48 hours      D. 38 hours

### New words and expressions

customer service center n. 客户服务中心

ticketing office n. 售票处

complain v. 投诉

praise v. 表扬  
cancel v. 取消

## Part 2: Reporting



### 1. Oral reporting

#### Sample: A Chinese Food Tour

**Situation:** A group of visitors are now in Guangzhou for a Chinese food tour. Mr. Tom Brown, a member of the visitors, is calling the customer service center of Guangdong China Travel Service to inquire about Chinese food tour.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

M: Maggie Zhou      T: Mr. Tom Brown

M: Good morning, customer service center of Guangdong Travel Service. How may I help you?

T: Morning. We are from the U. S. We are here to visit Guangzhou and want to try the typical Chinese food. We've learned that Chinese food is very delicious before we came here, so I wonder if there is any trip suitable for us.

M: Thank you very much. Would you please tell me your name first?

T: Tom Brown. Please call me Tom.

M: Thank you, Tom. Would you please tell me how long you are going to stay here so that we can arrange a trip for you as per your needs?

T: Five days.

M: Even though it is not long, I guess you can join our five-day food tour and you can try the eight typical Chinese styles.

T: That's great. Is there any arrangement for us to try food of our favourite style?

M: Sure. On the first four days, you'll be arranged to try the eight typical Chinese styles. On the last day, half a day is left for you so that you can go and try your favourite style.

T: Wow, that's very good. Would you please tell me the eight styles?

M: The most popular cooking styles are those of Sichuan, Shandong, Guangdong, Jiangsu, Zhejiang, Fujian, Hunan and Anhui.

T: What's so special about each style?

M: Sichuan Cuisines is well-known for its hot and pungent flavouring. A Sichuan dish can be hot, sweet, sour, salty, or tongue-numbing.

T: What about Shandong Cuisine?

M: Shandong Cuisine includes many well-known seafood dishes. The dishes are usually fresh, tasty, but not greasy.

T: As we are in Guangzhou now, please tell me something about Guangdong Cuisine.

M: Guangdong Cuisine, known as Cantonese Cuisine in the West, was developed in Guangzhou, Huizhou and Chaozhou, and Hainan Island. As the climate of Guangdong is hot, these dishes are fresh, tender, and lightly seasoned.

T: What's Jiangsu Cuisine like?

M: Developed from the local food of the four cities, Suzhou, Yangzhou, Nanjing and Zhenjiang, Jiangsu Cuisine is popular in the middle and lower reaches of the Yangtze River. It is characteristically sweet.

T: How about Fujian Cuisine?

M: Fujian Cuisine is developed from the local food of the three cities of Fujian Province: Fuzhou, Quanzhou and Xiamen. This region is very close to the sea and seafood making is, of course, the chef's culinary art.

T: Some members of our group like hot and spicy food.

M: Hunan Cuisine must meet their needs. It is developed from the local food of the Xianjiang Valley, Dongting Lake Area, and western mountainous Hunan Province. Its characteristics are: a great variety of ingredients, shiny and strong colors, hot and spicy tastes, smoked and pickled flavors.

T: And Anhui Cuisine?

M: Anhui Cuisine is developed from the local food at the Yangtze banks in Anhui Province, the Huai River Valley, and Huizhou region. Its characteristics are natural ingredients selected; temperature and timing of cooking closely observed; original colour and flavour preserved.

T: That's wonderful. I wish we could start our trip at once.

M: We can arrange a coach to pick you up tomorrow and take you to try different food. Would you please leave me your phone number, Tom?

T: 13809011228.

M: 13809011228, Tom. A food tour guide will contact you later today.

T: Thank you very much for telling me a lot about Chinese food!

M: My pleasure. Hope you'll enjoy your trip here.

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Role card 1A**    Caller

I'm calling 12580 to book a table for 10 people who would like to try typical Guangdong food during their stay in Guangzhou.

**Role card 1B**    Agent

Recommend some famous restaurants that specialize in Guangdong food. The booking is made at the end of the call.

**Role card 2A** Caller

I'm calling 12580 to book a table for 24 people who would like to try typical Sichuan food. The booking is for this Saturday evening.

**Role card 2B** Agent

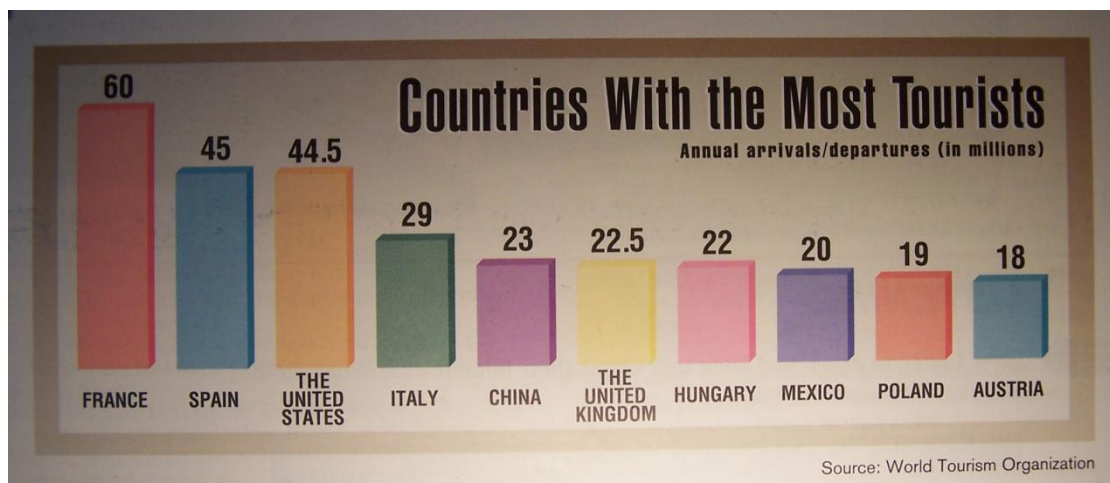
Recommend some famous restaurants that specialize in Sichuan food. The booking is made at the end of the call.

**Task 2:** Describe the picture.

**Situation:** The picture below shows you the countries with the most tourists. Try to describe the picture logically.

Tips of description: showing intention:

- The pictures express ...
- It is obvious that ...
- I think / believe / am sure that ...
- It seems / appears to me that ...
- The problem illustrated here is ...
- ... is typical of ...



**New words and expressions**

inquire v. 询问

suitable adj. 合适的

arrangement n. 安排

pungent adj. 刺激的

tongue-numbing 舌头麻木的

culinary adj. 烹饪的  
ingredient n. 配料

## 2. Written reporting

### Skill: Keeping Control of an Aggressive Call

- Many new agents worry about angry callers. When a new agent has an angry caller, he/she may respond with silence---a very bad move! It is important to learn not to take personally what angry or frustrated callers say. Apologize and keep control of the call. To do this effectively you need the soft skills you have already learned about.
- When apologizing in order to sound sincere, it is important to get the strength and wording of your apology right for the situation. For example, if you say you are *deeply sorry* for mishearing a number read aloud to you, the apology is too strong for the situation. If you say: *Oh, sorry about that* when someone has lost crucial documents because their computer crashed, the apology is too weak for the situation, and you will sound careless.
- **Keeping control of a call: the dos and don'ts**
  - (1) Listen carefully to the caller's complaint and understand the cause of the anger. This may involve letting your callers "vent" his/her feelings. You can use this time to gather important information about the caller (emotion, purpose of call, expectations).
  - (2) Acknowledge the caller's anger by saying:  
*I can see why that would be frustrating.*  
This will reassure the caller that you have listened and engaged with the reason he/she is annoyed.
  - (3) Empathize with the caller. This will help to build solidarity with your caller because you are sharing his/her emotion.  
*I would be upset too if that had happened to me.*
  - (4) Apologize in an appropriate way. If you or your company has made a mistake, it is very important to apologize for it.  
*I'm sorry that happened to you.*
  - (5) Once you understand the problem and have reacted appropriately, you should take control of the situation by defining your role as a problem solver. Then focus on the purpose of the call.  
*I'm sorry that happened to you, but I'm here to help put it right, so let's...*
  - (6) Offer realistic solutions. Make promises that you can deliver.  
*What I can do is hand this on to someone else who...*
  - (7) Don't be silent. Your caller will want his/her anger to be acknowledged verbally.
  - (8) Don't ask the caller to calm down or stop shouting.



**Task 1:** Work in pairs. Look at the phrases below. Complete the sentences and find a context for each in which they would be appropriate.

- 1) I'm sorry \_\_\_\_\_
- 2) I apologize \_\_\_\_\_
- 3) I am deeply sorry \_\_\_\_\_
- 4) Sorry about that \_\_\_\_\_
- 5) I do apologize \_\_\_\_\_

**Task 2:** Work in pairs. Decide how strong the apology should be for the caller comments below on a scale of 1 to 5, with 5 being the strongest. Write your own apologies, and then compare with a partner.

- 1) Look, I'm so sick of calling you people over and over again to get support for the same damn problem. This is the second time you've charged me for support, and you haven't given me anything!  
\_\_\_\_\_
- 2) I called earlier and was told I'd get a call back within 10 minutes. It's now been 15 minutes and I haven't heard back, so I'm calling again.  
\_\_\_\_\_
- 3) The username and password your company issued for webpage access doesn't work! I've been trying to log on all morning, and it keeps saying they are invalid.  
\_\_\_\_\_
- 4) Could it be any slower?! First I waited for 15 minutes, only to be transferred to another department, and waited 15 minutes more. You've kept me on hold for another 10, doing I don't know what...and I'm paying you for this! I have a meeting in 25 minutes, and I want this issue resolved by then.  
\_\_\_\_\_
- 5) I've been trying to sort out my accounts since my husband died a year ago, but they seem to be in a terrible mess, and I haven't gotten anyone to give me a straight answer yet.  
\_\_\_\_\_

### New words and expressions

aggressive adj. 挑衅的  
frustrate v. 使沮丧  
solidarity n. 团结一致  
webpage n. 网页

## Part 3: Typing Training

**Situation:** Jack is looking for a guide, so he calls the customer service centre of Guangdong China Travel Service. Lanny picks up the receiver and answers the telephone.

**Task:** Listen carefully and try to type down the correct information.

	Items	Information
1	What does Jack want?	
2	When will Jack need him?	
3	What's the name of the tour guide?	
4	When will they meet?	
5	What does he look like?	

## Part4: Reading

Dear Mr. Mike Smith,

(1). We are sorry to inform you that the products we received on Oct 10,2018, against our contract No. TH5830 have been *examined* and found with many problems.

(2). On examination we find that the products were of difference from what we ordered. The products we ordered on August 12 were men shirts, size 41, however, we received completely different articles — children clothes, which were for another contract. You *delivered* the wrong goods to us. We presume you made a mistake.

(3). The men shirts have a good sale in the local market. Our clients urgently need the goods to be put on the market. Please send the right goods to us as soon as possible.

(4). Considering the long-standing business relationship between us, we hope you could give us a satisfied reply, or we will not continue our business. The *storage* of this lot brings us much *inconvenience*.

(5).Please *look into* the matter at once! We are planning to return the pieces to you.

Yours sincerely

### 1. Read the text and match the answers (A-E) with the following questions.

- (1) When did the buyer receive the goods?
- (2) What was the problem of the received goods?
- (3) What goods did the buyer order?
- (4) What goods did the buyer receive?
- (5) How to deal with the wrong goods?

Answers:

- A. The buyer received children clothes.
- B. They plan to return the goods.
- C. The buyer received the goods on Oct 10, 2018.
- D. The buyer ordered men's shirt, size 41.
- E. The buyer received wrong goods

Answers:

1-

2-

3-

4-

5-

2. Read the text again and give each paragraph a heading from the table below.

Paragraph 1 _____	a. deal with the wrong goods
Paragraph 2 _____	b. cause problem
Paragraph 3 _____	c. receive goods with problems
Paragraph 4 _____	d. what's wrong with the goods
Paragraph 5 _____	e. ask for sending the right goods

Answers:

1 –

2 –

3 –

4 –

5 –

## Part 5: Supplementary Study

### Useful terms

ancient architectural complex 古建筑群

group travel 随团旅游

human landscape/scenery 人文景观

inbound tourism(travel) 国内游

independent/do-it-yourself travel 自助游

local guide 地陪

luxury tour(travel) 豪华游

national guide 全陪

nature protection area 自然保护区

natural splendor/attraction 自然景观

normal tour(travel) 标准游

outbound tourism(travel) 出境游

summer resort 避暑胜地

tour guide 导游

the Imperial Palace/the Forbidden City (in Beijing) 故宫

the Temple of Heaven (in Beijing) 天坛

the Former Site of the Huangpu Military Academy (in Guangzhou) 黄埔军校旧址

Pearl River Night Cruise (in Guangzhou) 珠江夜游

Terra-Cotta Warriors and Horses/Terra-cotta Army (in Xi'an) 兵马俑

the Huaqing Pond/Huaqing Hot Spring (in Xi'an) 华清池

## Unit 3      How Often Do You Go to the Beauty Centre?



(图片更换：现代康体中心的图片)

### Background information about beauty care service

Beauty care usually includes skin care and body care. Take skin care as an example, deep lifting (深层清洁), day make up (日妆), bridal make up (新娘妆) and so on, while body care includes bust treatment (胸部护理), diet care (减肥护理), hand care (手部护理) etc.

When receiving consulting calls from consumers, please remember the following soft skills. Firstly, be specific. Be detailed about these items. Secondly, be honest with your clients. Do not exaggerate the features or the functions of the beauty items.

### Part 1: Listening

**Situation 1:** Amy Lee is a call center agent working for ABC Beauty Shop at the moment. She is calling and telling you some information about the latest promotion service.

**Task:** Listen carefully and decide whether the following statements are true (T) or false (F).

	True	False
1. ABC Beauty Shop has a promotion for skin care at the moment.	<input type="checkbox"/>	<input type="checkbox"/>
2. Miss Chen doesn't have any skin problem except pouch.	<input type="checkbox"/>	<input type="checkbox"/>
3. The normal prize is RMB ninety-nine.	<input type="checkbox"/>	<input type="checkbox"/>
4. The one in China Plaza is near Miss Chen's home.	<input type="checkbox"/>	<input type="checkbox"/>
5. Miss Chen is going to the ABC Beauty Shop this Saturday.	<input type="checkbox"/>	<input type="checkbox"/>

**Situation 2:** Mrs. Mary Taylor is calling the customer service centre of Fitness Club and Alice Brown, the agent is answering the call.

**Task:** Listen carefully and choose the correct answers to the following questions.

1. (     ) says I must keep in good physical condition.

- A. My friend                      B. My husband      C. My daughter      D. My doctor
2. (    ) designs a special course as per your needs.  
A. A tutor                      B. A coach              C. A teacher              D. An assistant
3. (    ) is not on the third floor.  
A. A billiard room      B. A tennis court      C. A mini-golf              D. A squash court
4. The service time is from (    ) to (    ).  
A. 6:40-10:30              B. 6:30-10:40              C. 6:30-10:30              D. 6:40-10:40
5. An indoor swimming pool is on the (    ) floor.  
A. top                      B. down                      C. fourth                      D. third

## Part 2: Reporting



### 1. Oral reporting

#### Sample: A Beautiful Bride

**Situation:** Miss Shirley Spears is going to have her wedding reception in October this year. She is now calling the customer service centre of Perfect Body Shop to inquire about the services they have for brides and bridegrooms. Tracy, an agent is answering the call.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

T: Tracy      S: Miss Shirley Spears

T: Good morning, customer service centre of Perfect Body Shop. What can I do for you?

S: Good morning. I'm calling to inquire about what services you have for brides and grooms.

T: We have excellent services for brides and bridegrooms who are going to have their wedding reception.

S: That's great. I'm going to have my wedding reception this October.

T: Would you tell me your name, please?

S: Shirley Spears.

T: Miss Spears. It's easily understood that every bride wants to be the most beautiful in the world. We have services that start half a year before the reception is held, including facial treatment, body building, make-up and hair dressing, etc.

S: That's great. How often do I need to come to have facial treatment?

T: It depends. We usually suggest guests come twice a month.

S: Do you mean I should come now as my wedding reception is in 6 months?

T: You don't have to, but that's better to start facial treatment 6 months before the reception.

S: Can I make an appointment now?

T: Definitely. When is it convenient for you to have facial treatment?

S: I work from 9:00 to 5:30 on weekday. I guess evening time is appropriate.

T: How about Friday at 7:30?

S: Couldn't be better.

T: Miss Spears, if you have 6-month facial treatment in our shop, on your wedding day, we'll offer you a free make-up.

S: Wonderful. What about my husband?

T: On the wedding day, we can offer the groom a free hair design.

S: It's so nice of you!

T: My pleasure. Is there anything else you want to know?

S: Not at the moment.

T: Miss Spears, your appointment is made at 7:30 P.M. this Friday

S: Bye.

T: Thank you for calling us!

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Role card 1A**    Caller  
I'm calling to make an appointment for hair done and make up.

**Role card 1B**    Agent  
Explain different kinds of services and finally make an appointment for the caller.

**Role card 2A**    Caller  
I'm calling to make an appointment for skincare.

**Role card 2B**    Agent  
Explain different kinds of services and finally make an appointment for the

**Task 2:** Describe the picture.

Situation: Amy usually feels tired recently. She went to see a doctor last weekend and had a body check as well. Everything was OK on the report. Then she told the doctor she got promoted two months ago. In the end, the doctor suggested she should do more exercise. As you can see, in the following picture, Amy is the Fitness Club now.



## 2. Written reporting

### Skill: Active Listening & Checking Information

#### 1 Active listening

■ Being a good active listener is an essential skill for a call center agent, especially when the customer is feeling anxious, frustrated, or angry.

■ Listening is an active process which requires input from both listener and speaker. Active listeners listen and respond to the content, the context, and the hidden meaning of the communication.

#### ■ Tips for active listening

1. Give the caller your undivided attention. Concentrate and focus!
2. Put yourself in the caller's shoes.
3. Listen for feelings! Research suggests that words communicate only 10% of the whole message. Tone and non-verbal clues like silence, laughing, and sighing will help you to determine the meaning.
4. Acknowledge your callers. Respond frequently so they know you are listening attentively.

#### ■ Rules for active listening

**Rule 1: Acknowledge how the customer is feeling.** This communicates to the customer that you have listened and understood his/her emotional state:

*I understand how frustrated/angry/anxious you must be feeling.*

*That's too bad. I do know what that feels like.*

**Rule 2: Make sure you understand** exactly what his/her point of concern is. Paraphrase or summarize the point of concern to check understanding:

*If I understand you correctly, your credit card was sent to the wrong address again.*

*Am I right in understanding that your booking was made for the wrong time but the date is OK?*

**Rule 3: Take action.** Clearly explain what your next steps will be in resolving the

issue:

*OK, this is what I am going to do ...*

*What I suggest I do immediately is ...*

**Task 1:** Use the “Rules for active listening” above and respond to the caller in the dialogs below.

Rule 1

Caller: Yes, I was expecting a technician to come fix my washing machine today, but he never showed up. I had to take a day off work, and it was a big waste of time.

Agent: \_\_\_\_\_

Rule 2

Caller: Yes, I have a question about my credit card. There is a \$39 administrative fee on there. What’s that about?

Agent: \_\_\_\_\_

Rule 3

Caller: But I wasn’t told about the fee when I signed up for the card!

Agent: \_\_\_\_\_

**Task 2:** Practice your active listening skills. Work in pairs. Take turns being the agent and the caller. Write down some key points.

Scenario 1

A very upset elderly lady has called to say that her husband died last week and she lost the insurance policy. She is very anxious because she does not know what the policy number is. You are able to find out the policy number by entering the husband’s date of birth and address into your computer.

Scenario 2

An irate young teacher has just called from New York complaining about his transatlantic flight booking. He is supposed to arrive in London at 1 p.m., not leave NYC at 1 p.m. The flight goes tomorrow and he has just discovered the mistake. He said this has happened before, and he is thinking of switching travel agents.

## 2 Checking information

■ An important part of active listening is checking information. Successful agents



always check that the information they are noting is correct by paraphrasing and repeating back names, numbers, and other details:

Caller: *I'm calling because my daughter is ill. I need help with claim forms for her policy.*

Agent: *OK, so you're calling on behalf of your daughter. May I take her name?*

Caller: *Yes. Her name is Karen Mathews.*

Agent: *K-A-R-E-N M-A-T-H-E-W-S. Is that correct?*

Caller: *Yes, that's right.*

**Task 1:** Work in pairs. Without looking at each other, pretend to order a meal from a restaurant. The caller needs to include the following information. The agent needs to check all the information:

- ◆ the order
- ◆ address
- ◆ a phone number
- ◆ brief directions to the office / house /classroom

**Task 2:** Please write how to be an active listener.

(Hints: 1. Active listening (tips + rules); 2. Checking information)

### New words and expressions

inquire vt.& vi. 打听, 询问; 查究

bride n. 新娘

groom n. 新郎; 马夫; 王室侍从官; 〈古〉男仆

bridegroom n. 新郎

facial treatment n. 面部治疗

make-up n. 化妆 (品)

hair dressing n. 染发; 美发

fee n. 费用; 服务费

## Part 3: Typing Training

**Situation:** It was Mrs. Shirley Peterson's birthday last Saturday. She got a set of Fancal products from her husband. But she doesn't know how to use them and now she is calling Fancal Customer Service.

**Task:** Listen carefully and try to type down the correct information.

	Items	information
1	Where did Mr. Peterson buy the gift?	
2	Which language are the instructions in?	
3	What is the first step?	
4	How often should the moisturizing mask be used?	
5	How long should the products be used?	

### New words and expressions

facial washing liquid n. 洗面奶

eye serum n. 眼霜

moisturize vt. 给...增加水分; 使湿润

lotion n. 洗液, 洗剂; 护肤液, 乳液

essence n. 本质, 精髓; 精油; 香精

emulsion n. 乳状液

mask n. 面具; 口罩; 伪装; 面膜

apply v. 涂, 敷

### Part 4: Quiz

1. What does "facial treatment" mean in the beauty salon?

A. 面部护理    B. 脸部治疗    C. 微笑治愈    D. 身体护理

2. What does "administrative fee" mean in this unit?

A. 行政费用    B. 管理费用    C. 学习费用    D. 行政学习

3. What does "switching travel agents" mean?

A. 转换旅行社    B. 更换旅行社    C. 更换导游    D. 转换导游服务

4. What does "physical condition" mean?

A. 身体情况    B. 身体状况    C. 体力状况    D. 体力情况

5. What does "body check" mean?

A. 身体检查    B. 检查身体    C. 体力检查    D. 检查体力

### Part 5: Supplementary Study

#### Useful terms

1. acne 粉刺

2. aerobics 有氧健身法

3. blow-drying 吹发

4. cosmetics 化妆品

5. diet care 减肥护理

6. facial massage 面部按摩

7. foot reflexology 脚底按摩

8. hairdresser 美发师

9. marcel/perm 烫发

10. normal skin 中性皮肤

11. oily skin 油性皮肤

12. perfume 香水

13. pore 毛孔

14. rouge 胭脂

15. shampoo 洗头

16. solarium 日光浴室

17. spa 水疗法

18. thin-out (头发) 削薄  
 19. yoga 瑜伽  
 20. wrinkle 皱纹

## Unit 4 What Direction of the House do you Prefer?



新增内容（图片更换为现代化房子）

### Background information of real estate agencies in China

The top real estate agencies in China includes Lianjia (链家), Central line property (中原地产), Fang.com (房天下), Miland Realty (美联物业) etc. As working as a call center agent, please remember the following soft skills. Firstly, put yourself in the customer's shoes. Think on behalf of the clients. Then, think professionally and build solitary during mutual communications.

### Part 1: Listening

**Situation 1:** Mr. Brown Chen, who wants to buy an apartment, is calling the customer service centre of Success Real Estate Agency.

**Task:** Listen carefully and decide whether the following statements are true (T) or false (F).

	True	False
1. Success Real Estate Agency has different sizes of flats.	<input type="checkbox"/>	<input type="checkbox"/>
2. Mr. Chen has three generations living together in his family.	<input type="checkbox"/>	<input type="checkbox"/>
3. The rooms face south.	<input type="checkbox"/>	<input type="checkbox"/>
4. The flat is furnished in eastern style.	<input type="checkbox"/>	<input type="checkbox"/>
5. The asking price is RMB2,898,000.	<input type="checkbox"/>	<input type="checkbox"/>

**Situation2:** A customer is calling the customer service centre of ABC Property Management Office for help.

**Task:** Listen carefully and choose the correct answers to the following questions.

1. Mr. Lee is from Room (    ), Apartment Flower.  
A. 1221                      B. 1212                      C. 2211                      D. 2112
2. Mr. Lee bought some electrical appliances (    ).  
A. in the morning    B. in the afternoon    C. tonight                      D. last week
3. Mr. Lee bought (    ).  
A. a TV set                      B. a microwave oven    C. an oven                      D. A & B
4. Mr. Lee may go to (    ).  
A. Room 181                      B. Room 116                      C. Room 118                      D. Room 161
5. (    ) are doing their duties.  
A. Superheroes                      B. Superintendents                      C. Supermarkets                      D. Supermen

## Part 2: Reporting



## Part 2: Reporting

### 1. Oral reporting

**Sample:** It keeps...

**Situation:** Josh Smith just moved into his new flat a month ago and feels frustrated about the home appliances he bought from Luck Home Appliances. He is calling the customer service centre of the company now.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

J: Josh Smith    E: Emily

E: Luck Home Appliances Customer Service. This is Emily speaking. How can I help you?

J: I'm calling to ask for compensation. The appliances I bought from you two months ago have given me lots of trouble.

E: I'm very sorry to hear that. May I know who's calling, please?

J: Josh Smith.

E: Yes, Mr. Smith. What can I do for you?

J: It seemed that your products were the best, but I don't understand why the ones I bought from you recently are so poor.

E: I am so happy to hear that you are using our products, Mr. Smith. I do apologize for the inconvenience our products have brought you. I want to know what you bought and the problems are, Mr. Smith.

J: Well, when I got up this morning, I found something terrible. The faucet was leaking the whole night. There is water all over the bathroom floor.

E: I'm sorry to hear that.

J: The oven doesn't work properly. It keeps burning everything I try to cook.

E: I'm really sorry. Would you mind telling me what model you bought?

J: Model 468S.

E: I was wondering if you read the instructions before using it.

J: Why would I have done that? It's an oven, isn't it?

E: As it is a new model, it is clearly printed on its packing that every consumer should read the instructions carefully first and follow them when using.

J: What can I do now?

E: Just read the instructions.

J: Also the refrigerator makes a loud noise.

E: I'm terribly sorry.

J: What bad luck!

E: Please accept our apology, Mr. Smith.

J: Don't say too much. Just tell me what you are going to do.

E: Thank you very much for telling us the problems, Mr. Smith. We'll send someone to your home straight away. Would you please tell me where your flat is?

J: Room 2805, 10 Dongfeng Road East, Guangzhou.

E: Room 2805, 10 Dongfeng Road East, Guangzhou. And your telephone number, please, Mr. Smith?

J: 83881268.

E: 83881268, Mr. Smith. I'll promise this won't happen again. Our technician will arrive within 30 minutes.

J: Bye.

E: Thank you for calling, Mr. Smith.

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Role card 1A** Caller

I'm calling to complain about the gas supply doesn't work well these days and the fire keeps going out whenever I'm trying to prepare a meal. I am angry and wonder why the problem hasn't been solved yet.

**Role card 1B** Agent

Try to comfort the angry caller and promise to look into the matter at once.

**Role card 2A**    Caller

I am calling to ask when the electricity supply comes again. I live on the 25<sup>th</sup> floor and will attend a dinner party tonight. I wonder when the lift works.

**Role card 2B**    Agent

Explain what happened and when the electricity supply probably comes again.

**Task 2:** Describe the picture.

**Situation:** Bob and Judy are going to get married this October and they are looking for a nice house at the moment. Julia, an agent at Luck Real Estate Agency, is now showing them some houses.



**2. Written reporting**

**Skill:**

**Thinking Professionally & Building Solidarity through the Pronouns**

**1 Thinking aloud professionally**

■ When you are helping a caller with a problem, it is reassuring and helpful for him/her to be talked through the process of problem solving. Remember that the caller can't see what you are doing, or know what you are thinking---a silence is not reassuring! You can involve the customer by thinking aloud. We call this soft skill *professional thinkaloud*.

Examples of professional thinkaloud:

*Let me just check that for you because I think it could be that...*

*I'm not sure; I'll have to check, but it sounds to me like...*

*We don't know for sure at this stage, but it may be that...*

*On the one hand it could be that you have gone over your credit limit; on the other it may be that there is an error in our system. Either way...*

**Task 1:** Work in pairs. Role-play the following scenarios using professional thinkaloud.

Scenario 1

Caller has a problem connecting his printer to his computer. You think it could be related to one of several problems: power lines, software, or a faulty printer.

Scenario 2

Caller says her sister is using her credit card without her permission. You are not sure of the procedure here, but you will need to gather some information and then pass over to a supervisor.

Scenario 3

Caller is calling from Hainan. Her camera has been stolen along with some other expensive electronic items. These were all insured through your company. She wants to know whether she has to register the theft with the local police.

**Task 2:** Summarize what “thinking aloud professionally” is.

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## 2 Building solidarity through the pronouns *we* and *us*

The use of the pronouns *we* and *us* rather than *you* helps to build solidarity between the agent and the caller, giving the impression that the problem is shared. By sharing the problem, you not only build solidarity with your callers, but also reassure them that their problems will be taken seriously.

**Task 1:** Look at the agent responses below. Which one builds solidarity better?

Caller: I've lost my credit card. In fact, I think it's just been stolen. Help!

Agent: a) What you need to do is call the hotline immediately.....☐

b) What we need to do is get connected to our hotline immediately.....☐

**Task 2:** Give responses using *we* and *us* to build solidarity and reassure customers.

1. I forgot to pay my credit card this month. What can I do?

2. My computer has just crashed, and it has all my data on it!

3. I paid for flowers to be sent to my girlfriend on Valentine's Day, but I've talked to her on the phone –she hasn't got them! This is a disaster!

4. My cell phone won't turn on, and I only bought it yesterday from one of your

stores.

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### New words and expressions (新增的内容)

real estate agency n. 地产公司, 房地产公司

home appliances n. 家用器具

Inconvenience n. 不方便; 麻烦; 为难之处; 麻烦事

faucet n. 水龙头

technician n. 技术人员; 技师; 技巧纯熟的人

supervisor n. 管理者; 监督者; 指导者

insure v. 投保; 承保; 使采取预防措施

### Part 3: Typing Training

**Situation:** Mrs. White wants to rent a flat and calls the customer service centre of Fortune Real Estate Agency. Mary is answering the call.

**Task:** Listen carefully and try to type down the correct information.

	items	information
1	Where is the house?	
2	Which floor is it on?	
3	What rooms does the flat have?	
4	Rent?	
5	When to see?	

### Part 4 Extended reading (新增内容)

Soft skill1 Specific ways to satisfy an angry customer

Paragraph 1. Predicting caller need .When a customer calls, he/she is usually in need of something. It may be something of high importance (a lost credit card), or it may be of lesser importance (a call to provide a change of address). Whatever the need, the call is important to the customer, and he/she wants to be properly understood.

Paragraph 2. A good listener understands the information and the different feelings of the communicator well enough to predict his/her needs. For the agent, it means being two steps ahead; for the caller, it feels like heaven!

Paragraph 3. Useful language for predicting caller need:

It sounds to me like you really need to ...

I wonder if it's possible to ...

It may be worth contacting ...



How about we try ...?

Paragraph 4. Giving clear instructions and explanations

- Giving instructions and explanations over the phone can be difficult because you cannot see what the other person is doing, or what he/she has already done.; you learn some ways of how to give instructions. You will be learning how to do the same with your own customers.

Paragraph 5. The rules for giving clear instructions and explanations:

- a. keep the language simple: don't use unnecessary jargon or idioms.
- b. start with a summary statement. For example: I'm going to tell you about the new features of your cell phone.
- c. start each point with the main topic, and then expand. For example: The new ring-tone menu is an excellent feature. You are now able to choose from your ten favorite pop tunes.
- d. check understanding with the caller as you go along.
- e. summarize at the end and check for understanding. For example: OK, so that's the new features of your phone. Does that all make sense to you?
- f. Remember your listener! You may need to modify your explanations and instructions for your audience. For example, the caller may be a non-expert speaker or an older person who has difficulty hearing.

**Task 1 Read the text and give each paragraph a heading from the table below.**

Paragraph 1 _____	A. What useful expressions shall we bear in mind?
Paragraph 2 _____	B. Predicting the reason why the customer calls.
Paragraph 3 _____	C. What is a good listener
Paragraph 4 _____	D. The regulations for offering clear instructions and explanations:
Paragraph 5 _____	E. The difficulty of giving clear instructions over the phone.

**Task2: Read the passage and match the answers (A-E) to the following questions:**

1. What does the customer firstly need when he makes a call ?
2. What is a good listener?
3. Why is it difficult to give instructions over the phone?
4. What would you do when you give explanation in a simple way?
5. What would you do at the end of giving clear instructions?

**Answers :**

- A. To summarize and check for understanding.
- B. You cannot see what the other person is doing, or what he/she has already done.
- C. Don' t use unnecessary jargon or idioms.
- D. Understands the information and the different feelings of the communicator well

enough to predict his/her needs.

E. He/she is usually in need of something and wants to be properly understood.

## **Part 5: Supplementary Study**

### **Useful terms**

1. basic service 基础服务
2. complex 住宅小区
3. facility 设备
4. for rent 出租
5. for sale 出售
6. high-rise luxury buildings 高层豪华建筑
7. intelligence service 智能服务
8. lease 租约
9. lessee / tenant 房地产之承租人
10. lessor 房地产之出租人
11. maintenance 维修, 保养
12. management fee 管理费
13. personal estate 动产
14. power supply 电力供应
15. property management 物业管理
16. real estate 不动产
17. rent-free period 免租期
18. residential property 住宅物业
19. security deposit 押金
20. villa 别墅

## **Unit 5 Could You Spare me a Minute to Do a Survey?**



### **Background information of doing a survey**

There are four main survey data collection methods based on their actual implementation.

**Online（在线调查）:** Online surveys have now become the most widely used survey data collection method. There is a wide variety of advanced and straightforward question types that are available in online surveys. The data collection and data analysis are now structured and easy to manage. The survey response online is very high compared to other research options.

**Telephone（电话调查）:** Telephone surveys are a cheaper method than face-to-face surveys and less-time consuming too. Contacting respondents via the telephonic medium requires less effort and human resources. Still, the survey response rate could be debatable as respondents aren't very trusting to give out information on the call. In this survey data collection method, the researcher also has less scope to digress from the survey flow.

**Face-to-face（面对面调查）:** Face-to-face surveys are on the most widely used methods of survey data collection. The survey response rate in this survey data collection method is always higher because the respondent trusts the researcher since it is in-person. The survey design in this research method is planned well in advance, but there is so much scope to digress to collect in-depth data.

**Paper or print（纸质版调查）:** The least used survey data collection method that is now being used mostly in field research is paper surveys. Researchers and organizations are moving away from using this method since they are logistically tough to manage and tough to analyze. These can be used where laptops, computers, and tablets cannot go, and hence they use the age-old method of data collection; pen and paper.

## Part 1: Listening

**Situation 1:** An agent is talking to a customer about the questionnaire survey of shopping at Hai Sports on phone.

**Task:** Listen to the call carefully and decide whether the following statements are true (T) or false (F)

	True	False
1. The customer said that the service he received was "shoddy".	<input type="checkbox"/>	<input type="checkbox"/>
2. The guy who served the customer was rude.	<input type="checkbox"/>	<input type="checkbox"/>
3. The customer bought two trainers and he was dissatisfied with the quality.	<input type="checkbox"/>	<input type="checkbox"/>
4. The customer said that worst thing about shopping at Hai Sports was disabled access.	<input type="checkbox"/>	<input type="checkbox"/>
5. The survey center will send a voucher to say thank you for the customer's help.	<input type="checkbox"/>	<input type="checkbox"/>

**Situation 2:** Today is the first day of John's new job. He is in charge of collecting surveys from people.

**Task:** Listen to the mini calls carefully and choose the correct answers to the

questions.

1. The first listener ( ).  
A. answers the phone for a minute    B. picks up the phone and has a long talk  
C. picks up the phone and keeps listening  
D. picks up the phone and refuses to answer
2. The telephone survey is about ( ).  
A. shopping habit    B. leisure time    C. entertainment    D. traveling
3. The second woman is ( ).  
A. on her lunch break    B. on work    C. listening to music    D. on her way home
4. The second woman cut the call because she is ( ).  
A. angry    B. having a tight schedule  
C. dissatisfied with the caller's attitude    D. on work
5. The third woman is ( ).  
A. on work    B. shopping    C. having a meal    D. waiting for her boyfriend

## Part 2: Reporting



### 1. Oral reporting

**Sample :** C & B Store Survey

P: Paul Gilmore      Y: Yang

**Situation:** Index Research is doing a Customer Satisfactory Survey for the registered guests of C & B Store to investigate its customers' feeling about its merchandise and services.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

Y: Good afternoon. Mr. Paul Gilmore. This is Index Research. Are you a registered guest of C & B Store?

P: Yes.

Y: Thank you, Mr. Paul Gilmore. Mr. Yang's speaking, representing C & B Store. C & B Store cares about your satisfaction with their products and services. We want to know when we fail to meet your expectation as well as when we do well. Would

you mind taking a moment to complete a brief survey?

P: No. Go ahead, please.

Y: Thank you! How long have you been shopping with us? Less than a year? More than a year? Or just started?

P: Oh, more than a year!

Y: Thank you! How often do you shop with us? Once a week? Once or twice a month? Or ...

P: Once a week.

Y: Thanks! Do you find enough parking space when you shop with us?

P: Oh, yes, quite adequate!

Y: Thanks. Do you find the products, product sizes and brands you like at our store?

P: Yes, quite a lot.

Y: Are our sales people always courteous and professional?

P: They are often quite helpful.

Y: Thanks! Overall, how do you rate your shopping experience with C & B Store? Excellent? Good? Average? Below average? Poor?

P: Good! Is that all?

Y: Yes. Thank you for taking time to provide this feedback to us! Mr. Paul Gilmore. I hope you enjoy shopping with us!

P: OK, thank you, goodbye!

Y: Goodbye! Have a nice day!

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Situation 1:**

**Role card 1A**      Agent  
You are working for Index Research, representing Park & Save Supermarket, you are doing a Customer Satisfactory Survey.

**Role card 1B**      Ms Zhong  
You are a registered guest of Park & Save Supermarket, you are willing to do the survey.

**Situation 2:**

The Honta Company has started a promotion for its new brand car called SPEED UP, in order to learn the effect of the recent advertising, it asked Index Research to do a tracking study, the result can help then improve the advertisement.

**Role card 2A**      Agent  
You are working for Index Research, representing The Honta Company. You are going to ask the following questions with the registered guest:

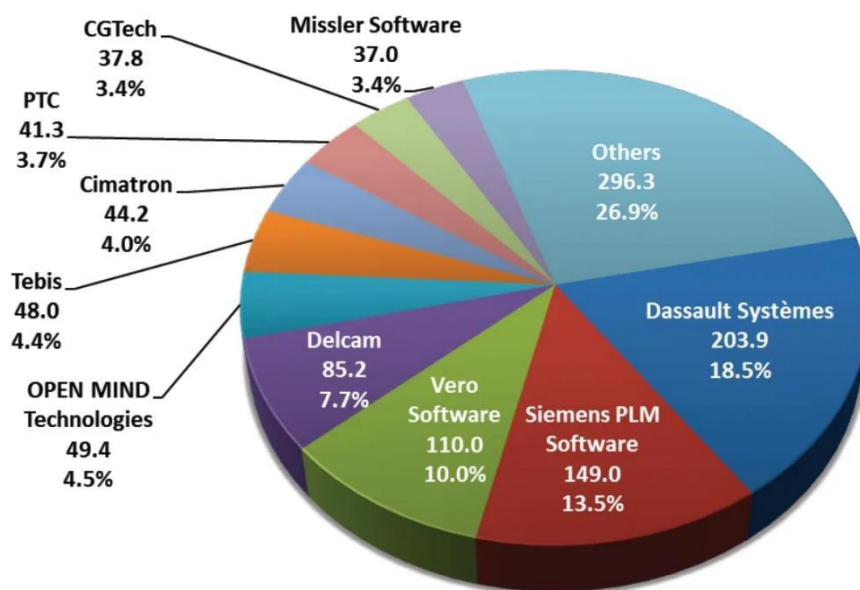
1. When you think of car, what is the first name that comes to your mind?
2. What other names come to mind?
3. What brand of cars have you seen or heard advertised in the past 15 days?
4. What did this advertising say or show? Was there anything else?
5. What brand, if any, of cars do you like within the past 15 days?
6. What age group are you in? 18-25; 30-40; 40-50; 50 or over

**Role card 2B** Mr. Feng

You are a registered guest of The Honta Company, you are willing to do the survey.

**Task 2:** Describe the pictures logically.

**Situation:** The customer survey agent draws a conclusion of people's attitude to different companies.



## 2. Written reporting

### Skill:

#### **ELEMENTS of Market Success: Know Your Products and Services**

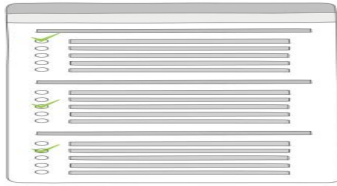
To be prepared to manage any customer call, you must have excellent product and service knowledge. The more you know about your products and services the easier it will be to help customers and the less time it will take. When you don't have to do research or ask co-workers or supervisors for input, calls progress more quickly and customer satisfaction increases.

For most reps, developing and maintaining excellent product and service knowledge takes time. Although co-workers and supervisors are available to help you, it is important that you become self-sufficient. Here is an example of what happens when a rep doesn't spend time learning about the products and services offered.

A Call Center relies on strong teamwork. When a CSR can't answer a customer's question or needs assistance, he puts his hand up and a supervisor or co-worker will come over to help.

## Market Research Survey

***Get to know your customer, grow your business.***



The only way to keep your customers is to know exactly what they want. Guesswork and gut instinct won't cut it, so business owners and marketers turn to surveys to gather data about their target consumers.

### [Marketing pros use online surveys to...](#)

Update product offerings or pricing options. Sending an online product feedback survey to customers will help you gain insights that drive product improvements, customer satisfaction, and ultimately, sales.

Use social media strategies and campaigns. With the increasing importance of social media in the marketing mix and the brand experience, some of our customers use online surveys to figure out which social media channels they need to pay attention to.

Do market research and analysis. The effort you expend on a market study will be rewarded with go-to-market strategies that have a higher chance of success.

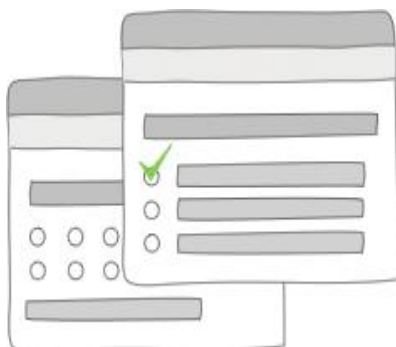
Gain insights into customer demographics. Survey on gender, age, and location, income, where they shop, what they do for fun, how many children they have, and more.

Decide which campaign creative to launch. Would your customer base be more likely to respond to an online re-marketing banner ad or a billboard on the freeway close to home?

Realize customer awareness, usage and satisfaction over time. Surveys can provide insight on customer acquisition, retention, and sales.

Branding, positioning, and naming testing. Just do it. Think different. Why do some companies get all the love? Surveying your customers to test branding and naming concepts will help you understand the attitudes motivations, and preferences of your customers, especially in relation to your competitors.

## Top Tips for Effective Online Questionnaires



Whether you're a human resources professional conducting exit interviews, or an auto body shop owner trying to close the customer feedback loop, you've got to ask the right survey questions to get the answers you need.

The first step begins with clearly defining your goals—what are you trying to find out, exactly? Would an online poll help you identify trends or patterns—say, mobile adoption among your users—and inform product development plans? It's important to know exactly what your objectives are in order to create an effective online questionnaire. Only then can you start asking the right questions.

Stick with clear, straightforward language. Avoid technical words, jargon, lingo, or any industry-specific language that might confuse or frustrate your survey respondents. You'll also want to be specific and concrete.

### **Product Feedback Surveys**

Send surveys and set your product up for success.



Building the right products for the right people is critical to your success. Assumptions—even educated guesses—leave room for error, a risk you can't afford to take.

#### **Get important feedback and make informed product decisions.**

The great thing about surveys is that you can gain insights on just about anything related to your product and business. Here are a few ideas on how you can send surveys, get feedback and develop successful marketing strategies.

**Adjust features.** Use a product satisfaction survey to find out what your clients think about the features your product has.

**Think about new products and services.** A survey can help you discover whether you have the right target audience and the right features.

**Manufacture quality.** A feedback survey can help pinpoint design flaws and wins to help you improve your product.

**Test usability.** Assign tasks, then use a product survey to see how easy your application is to use. You can even use skip logic to help target specific audiences for your app.

**Find a new market for your product.** Did you invent a new device you are sure will be the greatest innovation since the telephone? Are you looking to expand your product into new markets?

**Balance the price.** A short pricing poll will show if your product is priced appropriately for your market or whether it's time to update your prices.

Online questionnaires are not just for web products and services. You can also poll customers of your retail store to learn whether the new merchandise you are thinking of placing on the shelves will resonate with shoppers.



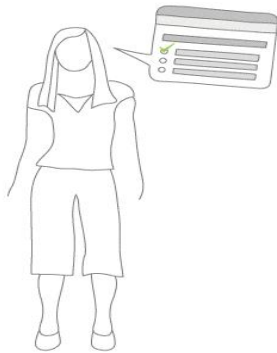
### Tips for Successful Product Surveys

Do a survey early, and often. Have a great idea for a new product? Before spending the time and money to make it happen, send a survey and see what others think.

**Be concise.** “Less is more” is the way to go to foster high completion rates for your survey. Make sure your questions are clearly written and easy to understand. Keep questions short and to the point.

Successful product strategies start with a survey.

### Job Satisfaction Survey



Job satisfaction surveys and questionnaires are an easy way to measure employee loyalty and uncover areas for improvement. The insights you gain can help you:

Improve retention and keep your best employees

Increase overall productivity

And have happier employees!

#### Job Satisfaction Survey Tips:

As a general rule for employee job satisfaction surveys, reassure your employees their survey responses will be kept confidential.

Make the employee job satisfaction questionnaire mandatory to avoid response bias.

Focus questions on employees' understanding of expectations, challenges, perceived opportunity for advancement and workplace recommendations.

**Task:** There are several common topics for discussion, work in groups and talk about them and try to write down common ideas for the questions.

(1) What is the ultimate goal of customer relations programs in market survey?

Possible answer: \_\_\_\_\_  
\_\_\_\_\_

(2) What did “complaint department” deal with?

Possible answer: \_\_\_\_\_  
\_\_\_\_\_

(3) Why did the focus of the industry shift from dealing with angry customers to discover why the complaint was made?

Possible answer: \_\_\_\_\_

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(4) What is the purpose of most well-developed customer relations programs?

Possible answer: \_\_\_\_\_

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(5) Why loyalty is put on more emphasis?

Possible answer: \_\_\_\_\_

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### **New words and expressions:**

questionnaire survey 问卷调查

voucher n. 代金券

Customer Satisfactory Survey 客户满意度调查

registered guests 已登记的客人

merchandise n. 商品; 货物

feedback n. 反馈; 反馈意见

### **Part 3: Typing Training**

**Situation:** The project manager and the store manager are talking about the training programmer.

**Task:** Listen carefully and type down the correct answers.

Items	Information
The program they 're talking about	
Length of the training	
The focus of the training	
A loyalty card entitles	
What the copy is about	

### **Part 4: Extended Reading**

**You are looking for a hotel to host your company's European sales conference. Read this hotel brochure. Is this hotel suitable for the conference?**

The Carlton is one of the world's finest luxury hotels. It features individually designed rooms, including master and junior suites, with private balconies that offer beautiful views over the gardens and the sea. All rooms are equipped to the highest standards.

Excellent, contemporary cuisine and an extensive wine list are the main features at the Carlton Restaurant. The restaurant places great emphasis on the finest local, seasonal ingredients to produce a modern, healthy menu. Explore the gardens and stroll through the grounds to the beach and sea. Spend time in the state-of-the-art gym, indoor and outdoor swimming pools, tennis courts, and on the nine-hole golf course.

Our business center meets the needs of our business guests. It provides secretarial and translation services, and business support –from computers, printers and scanners to high-speed Internet access, photocopying and faxing facilities. In addition, we offer a 24-hour multilingual concierge service, airline reservations, Internet broadband access, a complimentary newspaper and direct-dial multi-line telephones with voice mail.

**Task 1: Underline all the amenities the hotel provides.**

a lift	free newspaper	a direct-dial telephone
a minibar	a swimming pool	room service
a hair dryer	air conditioning	an Internet connection
a fitness room	a conference room	conference equipment

**Task 2: Decide the following statements are T(True) or F (False).**

- (1) The Carlton Restaurant is a five-star hotel. ( )
- (2) Every room in the hotel has a balcony. ( )
- (3) The restaurant pays much attention to the fresh and nutritious ingredients for the dishes. ( )
- (4) The guests could play golf in the restaurant. ( )
- (5) The guests can send faxes in the business center. ( )
- (6) Free newspaper is available for the guests. ( ).

**Task 3: Read the text again and give each paragraph a heading from the table below.**

Paragraph 1 _____	f. Introduction to the business center
Paragraph 2 _____	g. Some features about the restaurant
Paragraph 3 _____	h. General introduction about the restaurant

## Part 5: Supplementary Study

### Useful terms

1. market research 市场调研
2. customer insight 客户洞察
3. competitor analysis 竞争对手分析
4. This company puts a high value on marketing.

这家公司高度重视市场营销。

5. You conducted meaningful market research.

你进行了有目的的市场研究。

6. Here is the market research report.

这是市场调查报告。

7. Do you often carry out market research?

你们经常开展市场调查吗?

8. How is market research carried out?

怎样进行市场研究?

9. We then invested in more market research.

之后,我们投资进行了更多的市场研究。

10. Market research underpins these activities.

市场研究巩固了这些活动。

11. Marketing research is broader and involves more functions of sales.

销售调查更广泛,涉及到销售的更多功能。

12. There's been extensive marketing research done on this project.

这个计划已做了广泛的市场调查。

13. Work experience in IT industry or Marketing Research preferred.

有 IT 行业或市场研究行业背景者优先考虑。

14. How do you do your market research for a new product?

你们对一个新产品是怎样做市场调研的?

15. Full market research is needed before the launch of new products.

新产品投产之前需要充分的市场调查。

16. We need to make market research before we take actions.

我们采取行动前应该做个市场调研。

17. Any seemingly viable proposition will be tested by market research.

任何表面上可行的建议都要通过市场研究予以检验。

18. Only correct market research enables both production and marketing to thrive.

市场调查准确,才能使产品产销两旺。

## **Unit 6 Would You Please Tell Me Your Phone Number?**

### **Background information**

we are learning soft skills (软技巧) of dealing with complaints (处理投诉). It goes without saying that dealing with complaints plays an important part in customer services. There could be many different problems that need to be solved by customer service agents. When a customer makes a complaint, he/she is usually in need of

something. Whatever the complaint, the call is important to the customer, and he/she wants to be properly understood. (恰如其分的理解)

listening to the call and understand the overall purpose and details, as well as the feelings of the caller, thinking about soft skills and checking satisfaction, reading and synthesizing information(整合信息) from a letter of complaint to explain to a customer in non-technical English (非技术性语言) seem quite important to an agent in the call center .

## Part 1: Listening

**Situation 1:** There is an additional overcharge in the customer's bill, he is angry on the phone now.

**Task:** Listen to the call carefully and decide whether the following statements are true (T) or false (F)

	True	False
1. The caller's purpose is to confirm the exact amount in his bill.	<input type="checkbox"/>	<input type="checkbox"/>
2. The caller wants to find out why an additional \$50 was added to his bill.	<input type="checkbox"/>	<input type="checkbox"/>
3. The caller wants to transfer some money.	<input type="checkbox"/>	<input type="checkbox"/>
4. The caller escalates the call to a supervisor, and he criticized the supervisor.	<input type="checkbox"/>	<input type="checkbox"/>
5. The caller was satisfied with the agent's job and got some money back.	<input type="checkbox"/>	<input type="checkbox"/>
6. The caller felt frustrated even though the agent was speaking in a polite way.	<input type="checkbox"/>	<input type="checkbox"/>

**Situation 2:** The telephone agent is helping the customer to transfer the phone.

**Task:** Listen carefully and try to choose the correct answers to the questions.

- The destination of the booking call is ( ).  
A. Tokyo      B. Rome      C. Madrid      D. Sydney
- The number of the booking call is ( ).  
A. 353575      B. 353557      C. 353675      D. 353657
- The booking call is at about ( ) of the caller's local time.  
A. 11:00      B. 12:00      C. 13:00      D. 14:00
- Who helps to put through the international operator ( ).  
A. Mr. Ballito      B. Rose      C. the agent      D. Mr. Frascati
- The caller wants to speak to ( ).  
A. Mr. Ballito      B. Rose      C. the agent      D. Mr. Frascati

### New words and expressions:

additional    adj. 附加的, 额外的, 外加的;  
overcharge    n./v 多收费; 额外收费;  
escalate      v. 逐步升级; (使) 扩大;  
criticize      v. 批评  
frustrate     v/adj. 使懊恼; 受挫折的;

put through    接通;  
destination    n.目的地

## Part 2: Reporting

### 1. Oral reporting

**Sample: Handling Telecom cases**

**G: Gunner    C: Cecily**

**Situation:** Cecily, an agent works in CC&T Telecom, is giving explanation to Gunner, a client who refuses to acknowledge the charge for call by meter Reading.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

C: Good morning, CC&T Telecom. What may I assist you?

G: Good Morning .There seems to be a mistake here on my phone bill.

C: Would you tell me some details?

G: I was charged for an hour for a phone call I made to Japan, but I talked for only nine minutes. I don't know why I was charged for an hour .Please correct this charge.

C: I'll get the meter reading from the operator and we can check it together. Could you come to our section tomorrow sometime?

G: I'd really like to settle this today. I'm going out of town tomorrow.

C: All right. How about if I call you today as soon as I get the records together?

G: I'll be in and out this afternoon. But never mind, just keep trying, ok?

C: All right(Later)

C: Hello, Mr. Gunner Smith?

G: Speaking

C: This is CC&T Telecom. We have the meter reading for the phone call in question. Here's the meter reading for the phone calls made on March. It is your call to Japan. The record of starting time, the time you hung up the phone, the number you called can be seen clearly here.

G: But this is impossible; I talked only a few minutes, really. I don't know why, but this is wrong.

C: It's possible you didn't hang up your phone properly. If the receiver was a jar, the line would not have been disconnected

G: (silent a moment) Well, I don't know what to say, but it doesn't seem right to have to pay for a phone call I didn't make

C: I'm sorry, sir. I understand. But the fact is the records show you did make this call, so I'm afraid you are responsible to pay for it.

G: Hmm, I'm sorry. I just can't agree. I believe your records are wrong, I refuse to pay for this call, I mean I'll pay for how long I talked, which was ten minutes, I'll even pay for fifteen minutes and give you the benefit of the doubt, although I didn't talk for fifteen minutes, I distinctly remember timing the call, and it was exactly nine minutes. But I will not pay for an hour. I never in my life made an overseas

call for an hour. So the mistake is your mistake and I'm afraid. I'm just not willing to pay for your mistake.

C: In that case, I think perhaps you'd better talk to our manager about this. I don't have the authority to remove the charge without her approval

G: That's fine.

C: Just a moment, please. I'll get through for you.

(The agent escalated the line.....)

**Task 1** Role-play the following situations in pairs. Swap roles for the second situation.

**Situation 1:** The caller wants to question why his phone bill charged him unexpectedly and the agent is giving explanation patiently.

**Role card 1A      Caller**

There seems to be a mistake here on your phone bill. You did try to make a phone call to Malaysia on this date, but you never got through and it charged for the call.

**Role card 1B      Agent**

You are giving explanation.  
Even if the call doesn't go through, it may be charged. If you use the line for more than six seconds, the minimum charge is one minute.

**Situation 2**

Selby Electronics is recognized worldwide as a manufacturer of high-quality electronic equipment. Selby employees take the time and care to resolve the customer's problems. If a caller has an item that is defective details about the customer and the item must be obtained before recommending repair or replacement. The agent completes a form and decides whether to replace to repair the item.

**Role card 2A      Caller**

You are a young professional who loves listening to music wherever you go. You recently purchased a Selby MP3 player and have some problems.

1. You think it is defective because it only works for 20 minutes before it needs recharging.
2. You didn't get a manual when you purchased the product so you want one sent.
3. If the item needs to be repaired you want a replacement without your music player! You did not mishandle the product and you are eager to use it. The warranty is still current and you have the receipt and warranty card for it. You really want to get this fixed because you like listening to music all the time. You called yesterday but haven't heard anything.

**Role card 2B****Agent**

A very angry customer refuses your suggestion of repairing the product. He insists on transferring the call to a supervisor.

Explain why the situation changed and express apology.

Please bear in mind the supervisor will not take the call unless you have these details.

Selby Electronics Inc.	
Required Information:	
Customer's name:	
Customer's address:	
Customer's phone number:	
Customer's fax number:	
Customer's email:	
Date of purchase:	
Product model number:	
Product serial number:	
Warranty number:	
Battery serial number:	
Was battery fully charged before initial use?	
Was battery charged with Selby or Selby-approved charger?	
Was product registered with Selby	

**Task 2:** Try to describe the pictures logically.

**Situation:** The customer is making a call to the customer service center to complain about the extra fee and the agent is helping him to solve the problem patiently.







### Words and expressions:

- authority n. 权力
- unexpectedly adv. 意外地
- explanation n. 解释
- manufacturer n. 制造者, 生产商
- resolve n./v 决定; 解决 (问题困境)
- manual n./adj 手册; 手工的
- warranty n. 担保, (商品) 保用单
- an overseas call 国际长途电话
- in that case 要是那样的话
- swap roles 交换角色
- high-quality electronic equipment 高质量电子设备
- defective details 有缺陷的详细信息
- insist on doing sth 坚持做某事
- initial use 首次使用

## 2. Written reporting

### Soft skill 1: Three steps for an agent to decrease the hurt feelings:

#### STEP 1:

- Tell yourself the angry customer is upset with your organization not with you.

#### STEP 2:

- When your feelings are hurt, respond logically, not emotionally.

#### STEP 3:

- Force yourself to remain positive in your comments during the conversation with the upset customer.

### General ways to satisfy an angry customer who complains:

- a. Offer or mention other benefits/alternatives
- b. Explain why
- c. Act in courteous manner
- d. Apologize for the customer's dissatisfaction
- e. Remain businesslike
- f. Avoid the customer's emotion

**Task1 :** Rearrange the above steps in reasonable order

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

### **Soft skill 2: Specific ways to satisfy an angry customer**

#### **1. Predicting caller need**

When a customer calls, he/she is usually in need of something. It may be something of high importance (a lost credit card), or it may be of lesser importance (a call to provide a change of address). Whatever the need, the call is important to the customer, and he/she wants to be properly understood.

A good listener understands the information and the different feelings of the communicator well enough to predict his/her needs. For the agent, it means being two steps ahead; for the caller, it feels like heaven!

Useful language for predicting caller need:

It sounds to me like you really need to ...

I wonder if it's possible to ...

It may be worth contacting ...

How about we try ...?

#### **2. Giving clear instructions and explanations**

- Giving instructions and explanations over the phone can be difficult because you cannot see what the other person is doing, or what he/she has already done. In this unit, you heard an example of how to give instructions. You will be learning how to do the same with your own customers.

- The rules for giving clear instructions and explanations:

- a. Keep the language simple: don't use unnecessary jargon or idioms.
- b. Start with a summary statement. For example: I'm going to tell you about the new features of your cell phone.
- e. Start each point with the main topic, and then expand. For example: The new ring-tone menu is an excellent feature. You are now able to choose from your ten favorite pop tunes.
- f. Check understanding with the caller as you go along.
- e. Summarize at the end and check for understanding. For example: OK, so that's the new features of your phone. Does that all make sense to you?
- f. Remember your listener! You may need to modify your explanations and instructions for your audience. For example, the caller may be a non-expert speaker or an older person who has difficulty hearing.

**Task 2:** Write down three more appropriate expressions in the blanks. (The first two are offered)

(1). Acknowledge complaint and make apologies

General apologies:

“I am sorry you feel that way.”

“I’m sorry about this situation.”

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More specific apologies:

“I don’t blame you for being upset. I would be too.”

“I am very sorry about your bill. I thought we had corrected it.”

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(2.) Explain Why (If Necessary)

“There were unexpected delays.”

“I’m sorry, we simply made a mistake.”

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(3). Offer or Mention Other Benefits

Offering benefits can help calm an irate customer. For example:

“Would you like me to call you the next time we have a special?”

Or, “Our new catalogs just came out. I’ll \_\_\_\_\_”

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“I am sorry this happened. We enjoy a reputation for excellent customer service and \_\_\_\_\_.”

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**Task 3:** Considering the four actions that help manage an angry customer, write down your responses to the following customer statements. The first one is done for you.

(1). Customer: I can’t believe this. It’s just a couple of days beyond the limit and you won’t give me a refund.

Your response: (Offering a general type of apology may be a good place to start.)

I’m sorry about this. We gladly make refunds within a 30-day period, but once that period is over we just can’t do it.

(2). Customer: Who do I have to talk with to get this refund?

Your response: (Remain courteous and explain there is no one else to talk with.)

Your response: \_\_\_\_\_  
\_\_\_\_\_

(3). Customer: You don't understand, I must have this refund. Do you realize I have ordered from you before?

Your response : ( Thanking the customer for past business might be an appropriate response."

Your response: \_\_\_\_\_  
\_\_\_\_\_

(4). Customer: I want you to understand that I'm not very happy about this situation and I don't plan on ordering from you again.

Your response: (Perhaps it's time to offer a final apology and a mention a benefit.)

Your response: \_\_\_\_\_  
\_\_\_\_\_

**Task 4:** Put the following steps of handling a complaint in correct order and write down reasons.

- (1) Follow Through
- (2) Acknowledge Complaint
- (3) Listening
- (4) Alternatives Offer
- (5) Get Agreement
- (6) Take Responsibility for immediate action
- (7) Show Empathy & Apologize
- (8) Check Satisfaction

Your discussion result

1. \_\_\_\_ 2. \_\_\_\_ 3. \_\_\_\_ 4. \_\_\_\_ 5. \_\_\_\_ 6. \_\_\_\_ 7. \_\_\_\_ 8. \_\_\_\_

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**Useful words expressions and sentences patterns:**

**predict** v. 预言，预测

**jargon** n. 行话，行业术语

**modify** v. 修改

**remain positive** 保持主动

**blame sb for** 因...责备某人

**get a refund** 得到退款

**enjoy a reputation for...** 因...享有盛誉

**It sounds to me like you...** 听起来你要...

**I wonder if it's possible to...** 我在想，是否可能...

**It may be worth contacting...** 可能值得联系...

### Part 3: Typing Training

**Situation:** A customer is making a phone call to buy tickets and the agent is helping him/her on the phone patiently.

**Task:** Listen carefully and try to type down the correct points.

Items	Information
Destination of the express	
Length of the time on the express	
Stations the express will stop at	
The total number of the tickets	
Price of one ticket	

### Part 4: Quiz

1. What does “show empathy” mean?

A.显示同情 B.表达感同身受 C.表达个人感受

2. What does “remain businesslike” mean?

A. 保持公事公办 B.保持商业化 C.保持事务性

3. What does “alternatives offer” mean?

A. 选择提供 B.其他提供方法 C.提供其他方案

4. “我们最终与客户达成和解”，请选出最佳的译文

A. We in end got agreement with the customer.  
B. We finally got agreement with the customer.  
C. We at end got agreement with the customer.  
D. The above are all right.

5. “她由于粗心而受到批评”，请选出最佳的译文。

A. She was criticized because of careless.  
B. She was criticized because carelessness.  
C. She was criticized because of carelessness.  
D. The above are all right.

## Part 5: Supplementary Study

### Useful terms

1. Bluetooth 蓝牙
2. CDMA (Code Division Multiple Access) 又称码分多址，是在无线通讯上使用的技术
3. EDGE (Electronic Data Gathering Equipment) 电子数据采集设备
4. 2G 第二代技术
5. 3G 第三代技术
6. GSM (Global System for Mobile Communications), 中文为全球移动通讯系统，俗称"全球通"，是一种起源于欧洲的移动通信技术标准，是第二代移动通信技术，其开发目的是让全球各地可以共同使用一个移动电话网络标准，让用户使用一部手机就能行遍全球。
7. HTML (超文本置标语言, Hyper Text Markup Language) 是为网页创建和其它可在网页 浏览器中看到的信息设计的一种置标语言。
8. MMS 是(Multimedia Messaging Service)的缩写，中文意为多媒体短信服务，它最大的特色就是支持多媒体功能。
9. PDA 掌上电脑
10. TDMA 叫做时分多址，是一种空中接口技术，它是将不同用户放在同一频率不同时间段内进行通信，它应用在手机和基站之间的通信
11. UMTS 通用移动通信系统 (Universal Mobile Telecommunications System) UMTS 是国际标准化组织 3GPP 制定的全球 3G 标准之一。它的主体包括 CDMA 接入网络和分组化的核心网络等一系列技术规范和接口协议。
12. WAP (Wireless Application Protocol) 无线应用协议是一个开放式标准协议，利用它可以把网络上的信息传送到移动电话或其他无线通讯终端上。
13. Wi-Fi 是由“wireless”和“fidelity 保真度”组成,Wi-Fi 是一种能够将个人电脑、手持设备（如 Pad、手机）等终端以无线方式互相连接的技术。
14. WLAN 是 Wireless Local Area Network 的缩写,无线局域网本质的特点是不再使用通信电缆将计算机与网络连接起来，而是通过无线的方式连接，从而使网络的构建和终端的移动更加灵活。
15. WML (无线标记语言, Wireless Markup Language) 是一种脚本语言。
16. Sorry! The number you dialed does not exist, please check it and dial later.  
对不起！您拨打的号码不存在，请确认后再拨。
17. Sorry! The subscriber you dialed is power off.
18. Sorry ! The subscriber you dialed can not be connected for the moment, please redial later. 对不起，你所拨打的号码的手机已关机，请稍后再拨。

## Unit 7 Would you Give me Your Policy Number, Please?



### Background information of insurance policy

An insurance policy (保险单) is a written proof of the signing of an insurance contract between the insurer and the applicant. The main contents of the insurance policy include: (1) the explanation of the subject matter insured by both parties (双方对有关保险标的事项的说明), including the name of the insured (保险人名称), the name of the subject matter insured (保险标的名称) and its place of deposit or condition (存放地点或所处状态), the amount of insurance (保险金额), the term of insurance (保险期限), the premium (保险费), etc. (2) the rights and obligations of both parties (双方的权利和义务), such as the assumption of responsibility (承担责任) and non-assumption of responsibility (不予承担的责任). (3) the term "Note" (附注条件) means the terms of the insurance or other conditions agreed upon by the parties, as well as such matters as the alteration (保单变更), transfer (保单转让) and cancellation (保单注销) of the policy. Insurance policy is the main form of signing insurance contract. In order to simplify the form, we can also use the legal effect of open insurance policy (预约保险单), insurance certificate (保单凭证) or temporary insurance policy (暂保单).

### Part 1: Listening

**Situation 1:** Mr. John Peterson is doing business with a Chinese company and he wants to inquire about the insurance affairs with Mary Chen from the customer service center of PPCC.

**Task:** Listen carefully and decide whether the following statements are true (T) or false (F).

- |  | True                     | False                    |
|--|--------------------------|--------------------------|
| 1. This is Mr. John Peterson's first business deal with China.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. John Peterson knows a lot about business deal with a Chinese company.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. For marine cargo, PPCC has four major categories of insurance.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The coverage is in effect when the cargo has left the consignor's warehouse and all the way through transit to the consignee's warehouse. | <input type="checkbox"/> | <input type="checkbox"/> |

5. You present your formal claim in calling PPCC.

☐ ☐

**Situation 2:** Tom Smith had a car accident yesterday and he calls to file a claim. Frank is a customer service agent of G&T Property and Casualty Company and tells Tom what to do.

**Task:** Listen carefully and choose the correct answers to the following questions.

1. The policy number is (     ).  
A. AD 487205692    B. AD 487026592    C. AD 487206529    D. AD 487025692
2. Mr. Smith was on his way to (     ).  
A. home                      B. cinema                      C. school                      D. work
3. Mr. Smith's car was (     ) destroyed.  
A. completely    B. partly    C. seriously                      D. lightly
4. Make an appointment with (     ).  
A. a friend                      B. a policeman                      C. a nurse                      D. a doctor
5. Someone will be sent to look at the (     ).  
A. van                      B. bus                      C. car                      D. cart

## Part 2: Reporting



### 1. Oral reporting

**Sample: How to make an insurance claim for vehicle damage**

**Situation:** Daniel Jackson is calling to inquire about how to make an insurance claim for his damaged car due to a traffic accident. Wendy Branson, a customer service agent is answering the call.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

D: Daniel Jackson    W: Wendy Branson

W: Good morning. AIP Insurance Company. This is Wendy speaking. How may I help you?

D: Good morning. Daniel Jackson's speaking. I'm calling to inquire about how to make



an insurance claim for my damaged car.

W: Mr. Jackson, could you please tell me when it happened?

D: Yesterday afternoon when I was driving home, my BMW 7 was kissed by another car whose driver seemed to be driving too fast.

W: Was there anyone injured?

D: Luckily no one was injured.

W: Did you call the police straight away?

D: Yes, a policeman came in about 10 minutes. He gave me a report before leaving.

W: A police report? You will need it to make the insurance claim.

D: What's the next step?

W: I want to know whether you swapped details including driver's license, insurance information, and phone numbers with the person you collided with.

D: Yes, I did. And then?

W: Get witness details and a police report to support your insurance claim. It is important for you to get in writing a record of what happened, and who was at fault, from someone who does not have a vested interest in the claim, for example a witness or the police.

D: What should be done after that?

W: Contact your insurance company within 24 hours of the accident. Although the other party may be the one at fault, you should make a claim with your own insurance company. Your insurance company will be able to assist you in settling arguments with the other party over what expenses should be covered.

D: What else can I do?

W: In your case, it seems that it is not your fault. Therefore you should let the other party's insurance company know that you will be making a claim through your insurance company. This claim may include: crash insurance deductibles, cost of renting a car while yours is being fixed, loss of resale value as a result of the crash, time off work. Make sure you itemize every expense!

D: OK. Is that all?

W: Not yet. Be prepared to get a call from the other insurance company asking you to explain in detail your version of the car crash. Prepare for this, because if the claim goes to court for any reason, you need to have a consistent story!

D: Is that the end?

W: You may be invited to take your car directly to the insurance repair shop. Or the Insurance company adjuster will come out and estimate the damage when he/she inspects the car.

D: That's reasonable.

W: I'm glad to hear that. Is there anything else I can do for you?

D: Not at the moment. Bye-bye.

W: Thanks very much for calling. Have a nice day!

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Role card 1A** Caller

I'm out on Highway 2 and I've just collided with a van. No one's injured, but my car is a totaled. What do I do?

**Role card 1A** Agent

Explain what the first steps are in making the insurance claim.

**Role card 2A**      Caller

I had an accident yesterday. It wasn't my fault, and I've already filed a report, but I want to know what I can claim for, apart from the cost of the repair to my car.

**Role card 2B**      Agent

Explain what else the claimant can ask for.

**Task 2:** Describe the picture.

**Situation:** Members of claims department of PICC are having a discussion on business targets of the year.



## 2. Written reporting

### **Skill: Gathering Customer Information**

A routine part of managing the customer conversation is asking questions to gain information from the customer. It is important to ask the right type of question to get the information you need. Anyone can gather information if given enough time, but

successful call centre agents know how to ask the minimum number of questions to gather maximum information.

**Open and Closed Questions:** Two types of questions help you gather information.

Closed questions focus the conversation. These questions produce a short response or a “yes” or “no.” *Did, can, have, do, will, would, and is* are words that begin closed questions.

Customer problem: Doesn’t understand his bill. Can’t figure out why there is a past due amount.

Closed question: Do you have your copy of last month’s bill in front of you?

This question is designed to get the customer focused on the previous month’s billing because that is where the problem began. In most cases, it is best to begin the problem-solving process with an open-ended question. But in some situations, such as example, a closed question is the best choice.

Open questions determine a customer’s need. These questions elicit a customer explanation and begin with *how, when, why, what, who, and where*. Open questions are more effective than closed when probing for information.

Customer problem: New product doesn’t work. Light comes on but that’s all that happens.

Open question: Would you please describe how you connected the cables?

This question will help open up the discussion.

### Task 1

1. Circle the words that are used at the beginning of closed questions.  
Why where did who when is what how do would will can
2. Circle the words that are usually used at the beginning of open questions.  
where why did who when how is what will can would do
3. Write two questions, one closed and one open, that you might ask customers to determine their level of satisfaction with your service.  
Closed question: \_\_\_\_\_  
Open question: \_\_\_\_\_
4. Write an open question that asks about the insurance. Then write a closed question about the insurance.  
Closed question: \_\_\_\_\_  
Open question: \_\_\_\_\_

### Task 2

Please write four questions, two open & two closed, about what you do when you file a claim.

## New words and expressions:

insurance n. 保险; 保险费

property and casualty 财产和意外伤害

insurance claim 保险索赔

swap v. 交换; 用.....作交易

crash insurance deductibles 事故保险免赔额

itemize v. 分列

## Part 3: Typing Training

**Situation:** John Brown is calling the customer service because he received a termination notice by mistake. Dale, the customer service agent, is answering the call.

**Task:** Listen carefully and try to type down the correct information.

	items	information
1	What policy?	
2	Policy number?	
3	When to receive a letter?	
4	Phone number?	
5	Which department?	

## Part 4: Extended Reading

### Pushing sales

1. All advertising can fall into two broad categories – push and pull. Push advertising tries to push products towards customers using big ads and attention-grabbing claims to put products into the minds of customers. On the other side of the coin, pull advertising targets the right customers at the right time and pulls them towards a product.

2. Marketing professionals have debated the advantages and disadvantages of the two strategies for decades. Pull marketing is often associated with new Internet marketing strategies, while push marketing uses more traditional approaches. Companies must choose which strategy will be most effective as they develop marketing plans.

3. This is not a decision that can be made lightly. Companies spend billions of dollars on advertising each year, and if a company chooses the wrong strategy, they can squander huge amounts of money on advertisements that customers ignore.

4. Push marketing is a strategy that is used most frequently by start-ups and companies introducing new products into the market. Since the focus is on taking the product to the consumer, it is particularly suited to products that the consumer is not

yet aware of.

5. Most companies will employ a push strategy in conjunction with other marketing techniques. For instance, companies will often run TV ads and also maintain an official company website. The TV ads push customers towards the products, while the website pulls them deeper into the company's offerings.6. The first step in developing a push marketing plan is to research the location, age, race, sex, socioeconomic status, and other demographic details about customers that will be targeted. Different marketing strategies work better for different audiences. For instance, push marketing is often targets the young and the elderly because they are less likely to form long-term relationships with companies.

**Task 1: Read the text and match the answers (A-F) with the following questions**

- (1) What are the two categories of advertising?
- (2) What's the feature of push marketing compared to pull one?
- (3) Which company uses pushing marketing most frequently?
- (4) What's the function of a company's website?
- (5) Who are more likely to be the targets of push marketing?

Answers:

- A. Young and the elderly people
- B. It can pull the customers into the company's offerings.
- C. Push and pull
- D. Start-ups and companies introducing new products into the market.
- E. It is more traditional.

**Task 2: Read the text again and give each paragraph a heading from the table below.**

Paragraph 1 _____	i. It is not easy to choose the right strategy.
Paragraph 2 _____	j. Types of marketing strategies.
Paragraph 3 _____	k. What to know before developing a push marketing.
Paragraph 4 _____	l. Combination of the strategies are employed more.
Paragraph 5 _____	m. Types of companies that prefer the push marketing.
Paragraph 6 _____	n. Differences of the two strategies.

**Task3: Read the text, and decide whether the following statements are T (True) or F (False).**

- (1) Push marketing often associates with new Internet marketing strategies. (    )
- (2) If a company chooses the right strategy, they can squander huge amounts of money on advertisements that customers ignore. (    )
- (3) When companies introducing new products into the market, they choose pushing marketing. (    )

- (4) To develop a push marketing plan, the company needs to do a research. ( )
- (5) The elderly are more likely to form long-term relationships with companies.  
( )

## Part 5: Supplementary Study

### Useful terms

1. beneficiary 受益人
2. casualty insurance 意外险
3. coverage 保险项目 保险范围
4. insure 保险; 投保; 保证
4. insurance 保险 (合约或证明)
5. insurance broker 保险经纪人
6. insurance claim 索赔
7. insurance policy/certificate 保险单/凭证
8. insurance amount 保险金额
9. insurance instruction 投保通知
10. insurance business 保险企业
11. insurance condition 保险条件
12. insurance rate 保险费率
13. insurance proceeds 保险金 (保险收入)
14. insurer 保险公司; 保险人
15. underwriters 保险商 (指专保水险的保险商) 保险承运人
16. risk insured/ risk covered 承保险项
17. risk 险别
18. to provide the insurance 为...提供保险
19. leaflet 说明书
20. fine print 细则
21. life insurance 寿险
22. medical insurance 医疗保险
23. policy holder 投保人
24. premium 保险费
25. settlement 理赔
26. C.I.C. (China Insurance Clauses) 中国保险条款
27. insurance with particular average (WPA), basic risks, insurance against all risks 综合险, 应保一切险
28. risk of breakage 破损险
29. risk of clashing 碰损险
30. risk of rust 生锈险
31. risk of hook damage 钩损险
32. risk of contamination (tainting) 污染险
33. insurance against total loss only (TLO) 全损险
34. risk of deterioration 变质险
35. risk of packing breakage 包装破裂险
36. Insurance free of (from) particular average (FPA) 平安险 (单独海损不赔)

- 37. FPA(Free from Particular Average) 平安险
- 38. General Additional Coverage 一般附加险
- 39. Special Additional Coverage 特别附加险
- 40. WPA(With Particular Average) 水渍险

## Unit 8 Would you Please Tell me your Account Number?



新增内容（图片更换为国内知名银行）

### Background information

With the call center of banking services, customers are helped to handle business cases. Individual customer can transfer money, open a new account, get opinions on the lost card and so on. Customers don't need to go to the bank in person for some non-cash transactions. The call center of banking services can save customer's valuable time.

Here are some soft skills which will improve your ability to provide a high level of customer banking services.

Firstly, listen effectively. Hearing What the Customer Wants about the banking services is of great importance. Your ability to listen plays a key role in your success with customers.

Secondly, describe your ideas logically. Try to use beautiful words and proper

sentences. Know what to say and what not to say.

Thirdly, remain calm and be positive. Remember to satisfy the Angry Customer.

## Part 1: Listening

**Situation 1:** An agent from the call center of banking service is helping Ms Spencer handle a business case.

**Task:** Listen carefully and decide whether the following statements are true (T) or false (F).

	True	False
1. Ms Spencer wants her money be transferred today from her current account to deposit account.	<input type="checkbox"/>	<input type="checkbox"/>
2. Her current account number is 28017544.	<input type="checkbox"/>	<input type="checkbox"/>
3. Her date of birth is 7, May 1979.	<input type="checkbox"/>	<input type="checkbox"/>
4. She'd like to transfer three and a half thousand dollars.	<input type="checkbox"/>	<input type="checkbox"/>
5. The password of the current account is M_A_R_K.	<input type="checkbox"/>	<input type="checkbox"/>

**Situation 2:** A customer is calling a bank agent to help him to solve a problem.

**Task:** Listen to the call carefully and choose the correct answers to the questions.

- The purpose of the call is ( ).  
A. To transfer money                      B. To open a new account  
C. To complain about service          D. To get opinions on the lost card
- The name of the bank is ( ).  
A. The Bank of CCTT                      B. The Construction Bank of China  
C. The ABC                                  D. The ICBC
- The name of the card is ( ).  
A. The Rose Card                          B. The Great Wall Card  
C. The VIP Card                            D. The Silver Card
- The caller lost the card on ( ).  
A. his honey moon                          B. his way home  
C. his business trip                          D. his way to office
- When will the caller have to renew the card? ( ).  
A. in five days                                B. in six days  
C. in seven days                               D. in eight days

New words and expressions

Agent n. 代理商

handle v. 处理

transfer v. 将（钱）转到（另一个账户上）

password n. 密码

renew v. 更换

## Part 2: Reporting



## 1. Oral reporting

**Sample: Helping a customer to do a banking business on phone.**

**Situation:** The banking service agent, Rick, is helping a customer called Smith to do a business on phone. Learn the sample call and fulfill the tasks below.

**Task:** Learn the sample call, role play the situation in pairs and act out before the class.

**A: Agent    C: Caller**

A: Good morning. This is Customer Banking Services. This is Rick speaking. How can I help you?

C: Hello. This is Mr. Smith. I'd like to transfer some money from my deposit account to my current account.

A: Certainly, Mr. Smith. I need to take some details. What is your current account number?

C: It's 20833226.

A: OK. Now I'll just go through the security procedures. What is your date of birth?

C: 7 Oct, 1980.

A: 7 Oct, 1980. And can you enter your password on your phone after hearing 'beep' sound?

C: Well, let me try! I'm not sure. It's been a while since I use this service. I can't remember what my password is. I think it's either Joanna, J-O-A-N-N-A, that's my wife's name or, R-O-M-E, that's where we first met.

A: Yes, it's correct. Right, uh, how much do you wish to transfer?

C: I'd like to transfer four and a half thousand dollars.

A: OK, Mr. Smith. It will be transferred today from your deposit account to your current account. You can check it and call us if you have any question.

C: Thank you.

A: No problem. Thanks for calling. Bye

**Task 1:** Role-play the following situations in pairs. Swap roles for the second situation.

**Situation 1:** A client is calling the bank clerk to transfer some money.

### Role card 1A

### Caller

You are calling the bank to help you to transfer 2000 US dollars from your deposit account to your credit card account. You should offer some details.

### Role card 1B

### Agent

You are helping the client to help you to transfer 2000 US dollars from his deposit account to the credit card account.

Call Escalation Requirements		
Name of Caller:		
Contact Details	Phone:	Email:
Reason for Escalation:		
Escalate:	<input type="checkbox"/> YES	<input type="checkbox"/> NO

### Situation 2:

An angry caller is calling the bank about a problem with his/her fees. The caller does not understand where these fees are coming from or what they are for. The caller demands to speak to a supervisor. Escalation policy requires agents to try every possible way of helping the customer before escalation to a supervisor. The agent must decide if this call is to be escalated or not. The supervisor will not take the call unless you complete the form below.

#### Role card 2A

#### Caller

You are an extremely busy manager of a large corporation. You are angry that mysterious fees have appeared on your bank statement.

The fees amount to US\$40 in total.

No details about the fees are provided; they are labeled miscellaneous.

#### Role card 2B

#### Agent

A very angry customer tells you that he/she will only talk to a supervisor. For you to be able to transfer the call to a supervisor you must.

Obtain the name of the caller.

Ask for the reason why the call needs to be handled by a supervisor.

The supervisor will not take the call unless you have these details.

**Task 2:** Try to describe the picture logically.

**Situation:** A banking service agent is talking to a customer, who wants to know how to deal with the matter of losing a bank card.

### Structure of description:

- Arouse the interest of listeners to go into the pictures. Describe your ideas logically (beautiful words and proper sentences, bring out the subject.)
- Explain the concept of the pictures, like a tour guide or museum guide.
- Express your personal opinion and attitude to the picture situation. (The scene shown in the pictures just makes me feel... To my mind... In my view... It seems to me...)
- Develop your ideas, referring back to pictures



(请插入图：银行客户代理处理顾客丢失银行卡业务情景图)

## 2. Written reporting

Read the following paragraphs on telephone service soft skills, and then fulfill the task.

### Essential Communication Skills

Total customer satisfaction is determined by a variety of factors, but none is more important than the customer's experience with the call center. That contact must be managed in a professional manner, and the CSR must draw on a set of customer satisfying skills.

Professional reps have a set of communication skills that they can apply to any customer situation. They are so adept and well-versed in using these skills that they can quickly call upon the right skill at the right time for the right situation. These essential communication skills will help you:

- Know what to say and what not to say
- Remain calm
- Be positive
- Stay ready for the next call

### Skill 1: Listening Effectively

Customers want you to listen closely and understand their needs. Your ability to listen plays a key role in your success with customers, co-workers, and management. Improving your listening skills begins with a self-appraisal. Take an honest look at your listening habits and then rate yourself.

### Rate your listening skills

On a scale of 1 to 10, how do you rate your ability to hear and listening to the customer?

1=Poor 5=Average 10=Excellent

1 2 3 4 5 6 7 8 9 10

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Most of us have room for improvement when it comes to listening. Following are a few ideas on how to improve your listening.

### **Hearing What the Customer Wants**

Customers hate being asked the same question more than once. Unfortunately it's all too typical. It usually goes like this:

**Rep:** Good morning, technical support. How may I help you?

**Customer:** This is Bob Randolph calling. I downloaded the specs on your laser printer but I have some questions.

**Rep:** Did you purchase one of our laser printers?

**Customer:** No, not yet, I'm thinking about buying one.

**Rep:** Our website covers our laser printers in considerable detail. Did you take a look at it?

**Customer:** That's where I downloaded the specs from.

**Rep:** Oh. How can I help you?

**Customer:** I have some questions regarding your printer's graphics capability, and I need more information on your rebate,

**Rep:** I think you need to talk with sales. I'll transfer you. May I have your name?

**Customer:** Bob Randolph. Why can't you help me?

**Rep:** I only deal with technical matters and questions. Salespeople handle questions regarding rebates and pricing.

**Customer:** I have questions regarding the printer's graphics capability

**Rep:** Oh. I didn't understand that. First, can I get your customer number?

**Customer:** I don't have a customer number. I haven't purchase anything yet. I just have a few questions about the printer's graphics capability. I feel like I'm going in circles here!

**Rep:** Oh, I'm sorry. What questions do you have?

This potential customer is well on his way to frustration because tech support isn't listening carefully. How much more of this run around do you think it would take before Mr. Randolph got really angry? Most customers don't complain when confronted with this type of frustration: instead, they find someone else to do business with.

Often there are obstacles to overcome before you can hear and understand what the customer wants. Where do those obstacles come from? You often create them yourself, without even realizing it.

**Task 1: The following skills will strengthen your ability to provide a high level of customer service, work in groups and try to reorder them in a logical way.**

Satisfying the Angry Customer

Managing Technology

Gathering Customer Information

Closing the Conversation

Listening Effectively

Extending Common Courtesy  
Using the Customer's Language  
Writing Effective Email  
Preparing a Mental Script  
Avoiding the Wrong Impression

1\_\_\_\_ 2\_\_\_\_ 3\_\_\_\_ 4\_\_\_\_ 5\_\_\_\_ 6\_\_\_\_ 7\_\_\_\_ 8\_\_\_\_ 9\_\_\_\_ 10\_\_\_\_

**Task 2:** Spend several minutes skimming the text, and then write down the main idea of the passage.

### **Canceling the Axe Credit Card**

#### **Find out why!**

The caller may have many reasons for canceling his/her credit card, and it is good to work this out before you instruct him/her how to cancel the card. You may be able to convince the customer to retain the card. The reasons may include.

- General dissatisfaction with the credit card service.
- Extra and increased charges.
- Lack of self-discipline in spending.

#### **Reasons not to cancel...**

##### **(1). It's a good line of credit.**

Ask if the customer is expecting to buy a large item, e. g a car, in the near future. Explain that having qualified for a loan, the credit card provides a good line of credit.

##### **(2). It may affect your credit rating!**

Also, if the customer closes his/her account, the credit rating may be negatively affected.

Credit scoring models may include the result of our "Axe Credit Formula." "The Axe formula results in a fraction of less than one. THE LOWER THE FRACTION. THE BETTER!

Here is an example: If you have a debt of \$1,000 and you have available credit of \$10,000, your Axe Score will be 0.1. This is because you are only using one-tenth of the credit available to you. However if you have a debt of \$9,000, and you have %10,000 available credit, your Axe score will be 0.9. The closer your fraction is to 1.0, the more it hurts your credit!

##### **(3). If you still have an outstanding balance...**

We have a legal right to raise your interest rate to the maximum allowable by law if you are canceling your card and you still owe money.

To advise the customer to get rid of any outstanding balance on his/her credit card before canceling the card!

#### **Procedure...**

- (1). Notify us. Phone and talk to a customer service representative.
- (2). Must notify in writing, providing name, address, and contact details

- (3). Fill in the Can39289 form and send by email, fax, or mail.
- (4). Check that credit balance is correct on the latest statement.
- (5). Cut up your old card so no one else can use it!

**Task:** Summarize the main idea:

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New words and expressions

Arouse v. 引起

cancel v. 取消

satisfaction n. 满意

determine v. 决定

professional adj. 专业的

obstacle n. 障碍

convince v. 说服

### Part 3: Typing Training

**Situation:** A banking service agent is handling a business case by phone.

**Task:** Listen carefully and try to type down the key points.

Items	information
Name of the Bank	
Client's purpose	
Amount of money	
Name of the Client's	
Date of deposit	

### Part 4: Writing

**Situation**

Mr. Smith is going to have a holiday with his family next week. He has written an email to the hotel to make a reservation as follows:

*Dear sirs,*

*I'd like to book two **double rooms** for 2 nights. I'll arrive on March 28<sup>th</sup> and leave on 30<sup>th</sup>. There will be 3 adults and 1 child to check in.*

*By the way, could I pay by **credit card**?*

*Yours faithfully*  
*John Smith*  
[j.smith@163.com](mailto:j.smith@163.com)  
Tel: +43 28364926

1. Suppose you are the receptionist of the hotel, please fill in the following reservation form.

Reservation Form	
<b>General Information</b>	
Arrival Date: ____ (1) ____	Departure Date: ____ (2) ____ Room Type: ____ (3) ____
Number of nights: ____ (4) ____	Number of rooms: ____ (5) ____
Number of adults: ____ (6) ____	Number of children: ____ (7) ____
<b>Customer Information</b>	
Name: ____ (8) ____	Mobile: ____ (9) ____ Email: ____ (10) ____
<b>Payment Information</b>	
Pay method: ____ (11) ____	Invoice number: _____

2. Match the following words and phrases to the Chinese meaning. You may refer to a dictionary to help you.

- |                 |          |
|-----------------|----------|
| (1) single room | a. 微信支付  |
| (2) double room | b. 双人房   |
| (3) suite       | c. 现金    |
| (4) credit card | d. 支付宝支付 |
| (5) cash        | e. 单人房   |
| (6) Wechat pay  | f. 套房    |
| (7) Alipay      | g. 信用卡   |

3. Fill in the blanks with the in accordance with the Chinese in the bracelets

- I'd like to \_\_\_\_ (预订) three \_\_\_\_ (单人间) for two nights.
- Could I pay by \_\_\_\_ (支付宝)?
- I'll \_\_\_\_ (到达) on April 4<sup>th</sup> and \_\_\_\_ (离开) on the 7<sup>th</sup>.

## Part 5: Supplementary Study

### Useful terms

account number 帐目编号

depositor 存户

pay-in slip 存款单  
a deposit form 存款单  
a banding machine 自动存取机  
to deposit 存款  
deposit receipt 存款收据  
private deposits 私人存款  
certificate of deposit 存单  
deposit book, passbook 存折  
credit card 信用卡  
principal 本金  
overdraft, overdraw 透支  
to counter sign 双签  
to endorse 背书  
endorser 背书人  
to cash 兑现  
to honor a cheque 兑付  
to dishonor a cheque 拒付  
to suspend payment 止付  
cheque, check 支票  
cheque book 支票本  
order cheque 记名支票  
bearer cheque 不记名支票  
crossed cheque 横线支票  
blank cheque 空白支票  
rubber cheque 空头支票  
cheque stub, counterfoil 票根  
cash cheque 现金支票  
traveler's cheque 旅行支票  
cheque for transfer 转帐支票  
outstanding cheque 未付支票  
canceled cheque 已付支票  
forged cheque 伪支票  
Bandar's note 庄票, 银票



