

**6** Look at the news flash and the extracts from five job advertisements. What kind of 'people' skills do the adverts mention? Complete the notes.

**NEWS FLASH** **Are technical skills enough?**

Customer care is becoming more and more focused on IT training. It's true that nowadays technical skills are essential for working with customer service systems. However, this high-tech training is not enough for good customer care. Employees also need people skills so that they can deal with people in all kinds of customer situations.

Notes

*good telephone manner*

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1 You must be fluent in German and English with a very good telephone manner and good customer service skills. PC skills and good communication skills are required.

2 Customer care and communication skills are essential. Ability to perform effectively under pressure and to work as part of a team.

3 Your role is to provide customers with first-class customer care. Duties: handling telephone enquiries and complaints; making calls to customers; dealing with correspondence by email and letter. Computer skills and good writing skills required.

4 We need someone with the ability to communicate clearly with customers and work effectively with both internal and external teams.

5 You will need experience of communicating face to face with customers, using tact and diplomacy.

**What kind of skills do you need for your job? Write a job advert for your position.**

**7** Here are some comments taken from customer service questionnaires. Mark them **positive [P]** or **negative [N]**.

- 1 'Your sales staff are impatient. They never wait for people to finish speaking and are always in a hurry.'
- 2 'The people working at your call centre are always so polite and helpful. And they always take the time to answer all my questions.'
- 3 'I wish your employees would be more attentive. They don't seem to listen to what I say and don't care about me at all.'
- 4 'The bank officer took care of my requests straight away. I didn't have to wait at all.'