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

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.' ☐

LIVEWORKSHEETS