

CUSTOMER FOCUS EXTRA

Here are some helpful tips for being courteous on the phone.

- Use polite language to show that you really care about the customer and their needs. With *Would you like ...?* you ask the same question as with *Do you want ...?* but in a more customer-friendly way.
- Use the customer's name throughout the conversation. This makes the customer feel special and helps build rapport.
- Show you are serious about taking care of the customer's requests with your good listening skills and dependable follow-through.
- Finally, do not forget to thank the customer. A simple phrase like *We appreciate your business* or *Thank you for calling* leaves a positive impression at the end of a phone call.

AUDIO



12-13

2 Listen to two telephone calls between a receptionist and a caller from England. Then complete the conversations.

Call 1

Receptionist Good morning. Apex Industries. _____

_____ 1

John Yes, this is John Richards from Customer Zone Software. I'd like to speak to Eva Lang, please. Could you put me through to her?

Receptionist Of course, _____ 2, please. ... Oh, it seems that her line is engaged. Could you hold a moment? Or _____ 3 to leave a message?

John I'd prefer to hold for just a minute or two.

■ ■ ■

Receptionist Mr Richards? _____ 4. I'm putting you through to Ms Lang's office now. If you get cut off for some reason, please get back to me.

John I'm sorry. Could you speak up a bit? I didn't _____ 5 that.

Receptionist Sure. I'm connecting you now to Ms Lang's office. If you don't get through, please ring again. We're having some problems with our phone system.

Call 2

Receptionist Good morning. Apex Industries.

John This is John Richards again. _____ 6 I got cut off when you tried to put me through.

Receptionist I'm _____ 7 about that.

John I really need to get through to Ms Lang this afternoon. Could I leave a message for her to ring me back as soon as possible?

Receptionist _____ 8, Mr Richards. Could I have your phone number, please?

