

## 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.



**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, \_\_\_\_\_<sup>2</sup>, please. ... Oh, it seems that her line is engaged. Could you hold a moment? Or \_\_\_\_\_<sup>3</sup> to leave a message?

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

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Receptionist Mr Richards? \_\_\_\_\_<sup>4</sup>. 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 \_\_\_\_\_<sup>5</sup> 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. \_\_\_\_\_<sup>6</sup> I got cut off when you tried to put me through.

Receptionist I'm \_\_\_\_\_<sup>7</sup> 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 \_\_\_\_\_<sup>8</sup>, Mr Richards. Could I have your phone number, please?