

Unit 2

DEALING WITH CUSTOMERS

In this unit you will

- ▶ learn about good customer care
- ▶ learn and practice words and phrases used in customer care
- ▶ practice writing and acting out dialogues with customers



Part 1: Phone Conversations

1a What do you say

Below are some expressions used in customer care on the phone. Study the expressions and answer the following questions. There may be more than one answer.

1. What do you say if you call to talk to the Service Department Manager?
2. What should an Digiturk operator named Ali say when he answers the phone?
3. Let's say you work for Arnet. How would you introduce yourself on the phone?
4. If a caller doesn't give his name how do you ask him?
5. What do you say when the line is bad and you cannot hear the person well?
6. If you ask to talk to Tim and he answers the phone what does he say?
7. What can an operator say when they want you to wait?
8. What does an operator say when the person you call is not in or available?
9. What can you say when you finish a phone call?



	Caller	Receiver
Introducing yourself /answering the phone	Good morning/afternoon.This is (your name) from (company name).	(company name), this is Mike.How may I help you? Good morning/afternoon, (company name). How may I help ypu? Service Department, Frank speaking.
Asking for someone	Cpuld/Can I speak to (name of the person)?	Speaking (if he/she is the person) Sure, let me check on that. Let me see if he's/she's available. Sure, one moment please. Hold on/Hang on, I'll put you through.
Asking for the callers name (if they don't give it to you)		May I have your name please? Who am I speaking with? May I ask who's calling?
Bad connection	I think we have a bad connection. Can I call you back? I'm sorry, we have a bad connection. Could you speak a liittle louder, please? I'm sorry, could you repeat that please?	I'm sorry, we have a bad connection. Could you speak a little louder, please? I'm sorry, cpuld you repeat that please?
Putting the caller on hold		Can I put you on hold for a minute? Do you mind holding while I check on that? Hold on please.I'll check to see if he's available.
When the person is not available	Can I leave a message for him/her? Could you tell him/her that I called please? Could you ask him/her to call me back please? Okay, thanks. I'll call back later.	He's/she's not available at the moment. Would you like to leave a message? He's/she's out of the office right now. Can I take a message?
Ending the call	Thank you very much. Have a good day. Thanks for your help. Have a good day.	Is there anything else I can help you with? Okay, thatnks for calling. Have a great day.

1b Complete the dialogues

Complete the following dialogues. There are multiple options



Dialogue A

- Digiturk customer service, Firat speaking.
- Good morning, this is Jim Smith.
- Good morning,(1)?
- I have no signal on my TV and I don't know why?
- Could you please turn off your receiver box and then turn it on again?
- OK. Let me try... Great! It's working.
-(2)?
- Thanks for your help. Have a good day
- (3).

Dialogue B

- Hello, (1) Merve from Arçelik.
- Hello, (2) someone from the spare parts department please?
- I'm sorry, we have a bad connection.
-(3)?
- I need a spare part for my fridge.
- Oh (4)?
- Arçelik parts, this is Hasan.....(5)?

Dialogue C

- Good afternoon, I need a new lamp for my fridge. Do you have them in stock?
- What's the model number?
- 2484 CE.
-(1)?

1c Write mini-dialogues

Work with your partner and use the following scenarios to write mini-dialogues. Then act them out.

Scenario 1: You call Beko technical service because you your induction oven is not working.

Scenario 2: You call Bosch to ask if they have a door seal for your washing machine .

Scenario 3: You are a call centre operator at Turkcell and a customer calls to complain about his bill.

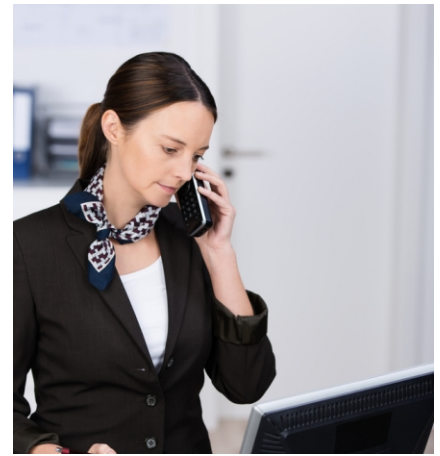


Part 2 Dynamic Communication

Dynamic Communication

In work life you communicate with your customers and clients. In order to understand their needs you should have 'dynamic conversations' with them. In such conversations people listen to each other and show interest by:

- ▶ asking each other questions such as What is the model number?
- ▶ using words and phrases like Yes, OK, Really?, I see, I understand, Great!, Nice!, Good!, Interesting!, Aha!, Oh!



2a Analyze the conversation

1. Read the phone conversation and underline the questions the sales manager asked John in order to understand his problem. Also underline the short phrases they used.

2. List the phrases/sentences people in the conversation use to introduce themselves.

3. How did Sarah and Tim offer help?

4. How did John ask to speak to the sales manager?

5. What did Sarah say when John wanted to speak to the sales manager?

6. What did Tim say when John thanked him? And how did he offer further help?

7. How did they finish the conversation?

Sarah: Blue Computer Store, this is Sarah. How may I help you?

John: Good morning. This is John from Fast Tech. Could I speak to the sales manager please?

Sarah: Can I put you on hold for a minute? I'll check if he's available.

Tim: Hello, I am Tim, the sales manager. How can I help you?

John: Well, I bought a laptop from your store last week. There must be a problem with the battery because it lasts only for about 20 minutes after it is fully charged.

Tim: Really? That's strange! What is the brand and the model of your laptop?

John: It's a Dell Studio.

Tim: OK, and do you have your receipt?

John: Yes, I do.

Tim: Can you bring the laptop in tomorrow? Our technical staff will look at it and find the best solution for your problem.

John: Great! Thanks for your help.

Tim: You're welcome. Is there anything else I can help you with?

John: No, thanks.

Tim: OK, have a good day.

2b Write up dialogues



Work with your partner to write dynamic dialogues:

1. Go back to Unit 1, Part 3, exercise 3g and turn the online communication into a dynamic dialogue .

Part 3 Greeting Customers

3a Class Discussion

1. What do you first say when you meet a customer/client (in your language and in English)?
2. What do you do when you are on the phone and a customer comes in?
3. What kind of body language (vücut dili) and facial expressions (yüz ifadeleri) are welcoming and which are not?



3b Match

Match the photographs with information from the following text.

Greeting a customer - the 3 rules

1. Good eye contact
2. Great smile
3. Great greeting words

Anyone working directly with customers should do everything to give all customers a great first impression.

Always make eye contact with the customer as soon as they come in. Even if you are with another customer or on the phone, make eye contact to show that you know they are there and you will be with them soon.

Don't forget to **Smile!** Your greeting should tell the customer, "I am happy you're here!"

You can use greetings such as:

- ▶ Good morning! / Good afternoon!
- ▶ Hi how are you?
- ▶ Hi, we haven't seen you in a while! (sürekli müşteriler için)
- ▶ Welcome, what can I do for you today?
- ▶ How can I help you today? / How may I help you?
- ▶ What can I help you with today?
- ▶ I'll be with you shortly.



3c Answer the questions

1. Why are greetings so important?
2. What does eye contact tell a customer?
3. What does a smile tell a customer?
4. What should you do when you are busy on the phone and a customer comes in?
5. Which of the greetings in the text are more informal?
6. Which greeting would you use with a regular customer?
7. What should you **do and say** when you are busy and a customer is waiting for you?
8. Which of these expressions can you also use on the phone?



3d Role play

Your teacher will give you scenarios for role-play.

Part 4 Revision



"Our Customer Support has everything but the human touch."

4a Jumbled letters

Put the letters in order to find the words.

- | | |
|--------------|---------------------|
| 1. spkaengi | 5. onnecconti |
| 2. allingc | 6. taerg |
| 3. leailavab | 7. erctumus ceviser |
| 4. atpere | 8. ortshly |

4b What's the expression?

Get into groups. Each group has 100 TL, and each letter costs 5 TL. Buy letters from your teacher in order to find out the phrases.

1.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
												1		19									12			

$\frac{O \quad W \quad M}{2 \quad 19 \quad 12} \quad \frac{1 \quad 18 \quad 7}{13} \quad \frac{2 \quad 9 \quad 20 \quad 6}{7 \quad 19 \quad 8}$

2.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
												23		24	18											

$\frac{O}{24 \quad 7 \quad 11} \quad \frac{M \quad O \quad M}{23 \quad 24 \quad 23 \quad 11 \quad 7 \quad 14} \quad \frac{P}{18 \quad 25 \quad 11 \quad 15 \quad 10 \quad 11}$

3.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
			16											5	19											

$\frac{O}{1 \quad 5 \quad 24 \quad 16} \quad \frac{D}{5 \quad 4} \quad \frac{O}{19 \quad 24 \quad 10 \quad 2 \quad 8 \quad 10}$

4.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
9				21								2		22												

$\frac{O}{23 \quad 22 \quad 6} \quad \frac{A}{9 \quad 3 \quad 9 \quad 13 \quad 14} \quad \frac{A}{9 \quad 16 \quad 14 \quad 21} \quad \frac{E}{9 \quad 6} \quad \frac{A}{6 \quad 18 \quad 21} \quad \frac{E}{2 \quad 22 \quad 2 \quad 21 \quad 23 \quad 6}$

4c Match

Match two sides of the following expressions.

- Would you like to
- How may I
- Good morning, this is
- May I ask
- Could I speak to
- Can I put you
- Who am I
- I'm sorry
- I'll be with you
- I'll call back
- I'm sorry, could you repeat

- who is calling?
- that please?
- speaking to?
- later.
- shortly.
- help you?
- the accounts manager?
- Tom from Apple store.
- he is not available.
- leave a message?
- on hold?