

<p>Business Language Training for Customer Service</p>	<p>30-40 hours, 2 or 3-hour lessons spread over 2-16 weeks</p> <p>For Customer Service Representatives who have to deal with many different situations in your chosen language – from problem solving and giving sound advice, to handling complaints and making apologies.</p> <p>This course will be of greatest benefit to students who have a B1+ or higher language level.</p> <p>The course can be tailored to meet your company's specific needs.</p>
<p>Objective</p>	<p>The aim of this course is to improve your confidence, accuracy and fluency in your chosen language in a typical customer service environment. You will work round real and fictitious scenarios. By the end of the course, you should be able to communicate more professionally with your customers.</p>
<p>Content</p>	<p>Speaking/Listening:</p> <p>Telephoning:</p> <ul style="list-style-type: none"> • Basic telephone conventions <p>Strategies:</p> <ul style="list-style-type: none"> • Getting the facts from your customer • Giving advice and making suggestions • Solving problems; identify causes, consider alternatives, provide solutions • Describing your product or service: comparisons, persuading, informing, advising • Dealing with difficult customers: how to empathise, how to be firm, how to calm someone down, how to be diplomatic • Dealing with different nationalities <p>Writing/Reading:</p> <ul style="list-style-type: none"> • Writing conventions for e-mails and letters • Standard e-mails and letters • Planning and writing e-mails and letters • Formal and informal styles
<p>Vocabulary and grammar</p>	<p>As relevant to the above situations</p>
<p>Materials</p>	<p>Business grammar book and/or skills textbook, CD Rom, online resources, company and job-related authentic materials.</p>