



## Syllabus

Customer Service Communication Skills allows you to choose between two audio levels. Advanced level features background noises to reflect a realistic working environment at a call center. Normal level features the same calls, but rerecorded without the noises; it is recommended for learners less confident with their listening skills.

- 1. Reassuring the customer**

Listening to a call and summarizing its main points; identifying the stages in an interaction with the customer; profiling the customer in order to interpret the context of the call; learning techniques to reassure customers using functional language; practicing ways to respond appropriately to customer concerns; understanding the uses of the first conditional; practicing correct syllable stress based on listening and understanding the context; reading information on telephone billing and answering detailed questions
- 2. Standardizing your English**

Listening to a call and identifying details; profiling the customer in order to interpret the context of the call; evaluating the agent's performance in the call; learning about standardized English and how it can clarify explanations; listening to standardized model responses; introduction to the simple past; understanding use of the simple past by putting past events into the correct sequence; practicing pronunciation of /b/ and /v/ sounds by listening and repeating minimal pairs and tongue twisters; reading information on computer delivery, and answering detailed questions
- 3. Active listening**

Listening to a call and diagnosing the customer's purposes for calling; profiling the customer in order to interpret the context of the call; evaluating the agent's performance in the call; learning and practicing how to use active listening skills - paraphrasing, empathizing, offering help proactively - to enhance the customer experience; recording responses to questions and then listening to model responses; learning and identifying when to use the active and passive voice; practicing pronunciation of /l/ and /r/ sounds by listening and repeating minimal pairs and tongue twisters; reading information on booking airline tickets and answering detailed questions
- 4. Giving clear explanations**

Listening to a call and identifying its main points; identifying specific details within the call; profiling the customer in order to interpret the context of the call; learning and practicing how to clarify explanations and instructions; recording explanations and listening to model responses; understanding and practicing the present perfect; practicing pronunciation of /p/ and /f/ sounds by listening and repeating minimal pairs and tongue twisters; reading information on HMOs (health maintenance organizations) and answering detailed questions





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- 5. Intonation and meaning** Listening to a call and identifying the customer's main purpose for calling; profiling the customer in order to interpret the context of the call; evaluating the agent's performance in the call; understanding how customers use intonation to express meaning, and practicing interpreting hidden meaning by focusing on intonation; practicing speaking with different intonation to express attitude and emotion; understanding the functions of various discourse markers and practicing using them in context; practicing pronunciation of /ě/ and /i/ sounds by listening and repeating minimal pairs and sentences; reading information on credit card applications and answering detailed questions
- 6. Asking questions** Listening to a call and identifying the customer's main purpose for calling; identifying specific details within the call; understanding how and when to use open and closed questions to get more information from customers, and practicing using them in context; understanding and practicing how to use the third conditional; practicing pronunciation of /u/ and /ü/ sounds by listening and repeating minimal pairs and sentences; reading information on obtaining travel visas and answering detailed questions
- 7. Empathizing** Listening to a call and identifying the customer's main purpose for calling; profiling the customer in order to interpret the context of the call; evaluating the agent's performance in the call; learning about proper techniques for expressing empathy with customers and practicing responding to customer concerns with appropriate empathetic responses; learning and practicing how to use the modal verb "will" for different purposes in customer service interactions (*promise, decision, request, etc.*); practicing pronunciation of /w/ and /v/ sounds by listening and repeating minimal pairs and tongue twisters; reading information on a product warranty and answering detailed questions
- 8. Apologizing** Listening to a call and identifying the customer's main purpose for calling; identifying specific details within the call; profiling the customer in order to interpret the context of the call; practicing how to apologize tactfully to customers by writing down apologies and repeating them; understanding the multiple uses of modal verbs and practicing them in context; identifying sentence stress and understanding how it helps agents to interpret customers' meaning; reading information on mortgages and answering detailed questions

