

<b>UNIT TITLE:</b> COMMUNICATE IN ENGLISH ON THE TELEPHONE		<b>NOMINAL HOURS:</b> 60
<b>UNIT NUMBER:</b>	D1.LAN.CL10.04      D1.LAN.CL10.04	
<b>UNIT DESCRIPTOR:</b> This unit deals with the skills and knowledge required to communicate effectively by telephone in a range of settings within the hotel and travel industries.		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Take general enquiries by phone</b></p> <p>1.1 Answer phone within <i>stipulated number of rings</i></p> <p>1.2 Give appropriate greeting for the time of day</p> <p>1.3 State own name and/or company name</p> <p>1.4 Use clear diction</p> <p>1.5 Establish nature of enquiry</p> <p>1.6 Ask questions to establish customer's needs</p> <p><b>Element 2: Respond to customer requests or orders</b></p> <p>2.1 Confirm customer's <i>requests</i> or <i>orders</i></p> <p>2.2 Check availability of <i>bookings</i>, if applicable</p> <p>2.3 Note <i>customer's details</i> and ask customer to spell name and address, if appropriate</p> <p>2.4 Reconfirm details of bookings, requests or orders</p> <p>2.5 Thank the customer and say goodbye politely</p>	<p><b>Unit Variables</b></p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to communicating in English by telephone in a range of settings within the labor divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> <li>1. Front Office</li> <li>2. Housekeeping</li> <li>3. Food and Beverage Service</li> <li>4. Food Production</li> <li>5. Travel Agencies</li> <li>6. Tour Operation</li> </ol> <p><i>Stipulated number of rings</i> refers to:</p> <ul style="list-style-type: none"> <li>• the enterprise standards pertaining to the accepted number of times that the phone may ring before it is answered</li> <li>• commonly four rings is the accepted number of times.</li> </ul> <p><i>Requests</i> may include:</p> <ul style="list-style-type: none"> <li>• bookings</li> <li>• extra services e.g. babysitting, early morning wakeup calls</li> </ul>	

<p><b>Element 3: Make calls to place orders</b></p> <p>3.1 Identify self and state purpose of the call</p> <p>3.2 Enquire about availability, delivery times and dates and costs, as appropriate</p> <p>3.3 Agree to terms and conditions</p> <p>3.4 Thank the supplier and say goodbye politely</p> <p><b>Element 4: Handle customer complaints</b></p> <p>4.1 Listen to the nature of the complaint</p> <p>4.2 Acknowledge details of the complaint</p> <p>4.3 <i>Respond to the complaint</i> explaining the process to be taken to deal with it and obtain the customer's agreement to the process</p> <p>4.4 Take action within parameters of job role to resolve the complaint</p> <p>4.5 Refer the complaint to a supervisor if necessary</p> <p>4.6 Follow up by completing all necessary paper work</p> <p><b>Element 5: Make complaints</b></p> <p>5.1 Identify self and reason for calling</p> <p>5.2 State facts about a problem or situation</p> <p>5.3 State calmly how the problem or situation may be resolved</p>	<ul style="list-style-type: none"> <li>• general enquiries e.g. bank opening times, directions.</li> </ul> <p><i>Orders may include:</i></p> <ul style="list-style-type: none"> <li>• food and beverage supplies</li> <li>• office supplies</li> <li>• promotional supplies</li> <li>• cleaning supplies.</li> </ul> <p><i>Bookings may include:</i></p> <ul style="list-style-type: none"> <li>• restaurant bookings</li> <li>• room bookings</li> <li>• travel and sightseeing tour bookings</li> <li>• taxi bookings.</li> </ul> <p><i>Customer's details may include:</i></p> <ul style="list-style-type: none"> <li>• name contact number(s) and address</li> <li>• time and date of booking</li> <li>• any special requests.</li> </ul> <p><i>Respond to the complaint may include:</i></p> <ul style="list-style-type: none"> <li>• taking and recording details of the caller to enable calls to be returned</li> <li>• providing an apology when a mistake has been made</li> <li>• staying calm and polite even if the caller is angry and abusive</li> <li>• sympathizing and advising the complainant that the matter will be reviewed and a resolution to the problem will be provided.</li> </ul> <p><i>Process refers to:</i></p> <ul style="list-style-type: none"> <li>• the enterprise's policies and procedures for dealing with complaints and the most common processes may include:</li> </ul>
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- referring the complaint to a supervisor for review and to obtain an answer on how to resolve the complaint
- to record the complaint and use this information to improve service delivery consistent with achieving enterprise strategic objectives
- the manner in which a complaint is reviewed and the way information is recorded needs to be consistent
- recorded information needs to be detailed, simple and easy to monitor.

**Assessment Guide**

The following skills and knowledge must be assessed as part of this unit:

- knowledge of the enterprise's telephone answering policies and procedures
- ability to answer the telephone in a pleasant manner
- ability to identify the needs of the caller
- ability to take caller's details
- ability to confirm bookings, requests and/or orders
- ability to respond appropriately to difficult customers
- ability to ask pertinent questions
- ability to end a telephone call politely
- ability to state the purpose of a call, e.g. placing orders, handling or making a complaint.

**Linkages To Other Units**

- Communicate on the telephone
- Converse in English at a basic operational level
- Facilitate out-going phone calls
- Maintain quality customer/guest service
- Provide accommodation reception services

- Read and write English at a basic operational level
- Receive and place in-coming phone calls
- Respond to instructions given in English
- Start conversations and develop good relations with guests
- Use common business tools and technology
- Use oral English to convey a complex exchange of ideas
- Write a short message in English.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- understanding of the standard way enterprises expect a telephone to be answered in the workplace
- demonstrated ability to use appropriate telephone etiquette
- demonstrated ability to ask for caller's details
- demonstrated ability to identify the needs of a caller
- demonstrated ability to confirm bookings, requests and/or orders
- demonstrated ability to place orders over the phone
- demonstrated ability to handle difficult customers over the phone
- demonstrated ability to make complaints over the phone
- demonstrated ability to use clear diction and polite expressions.

**Context of Assessment**

Assessment must ensure:

- actual or simulated workplace application of telephone skills for incoming calls
- actual or simulated workplace application of telephone skills for outgoing calls.

**Resource Implications**

Training and assessment must ensure there is access to telephones/telecommunication equipment within a real or simulated workplace environment, suitably qualified English as a second language (ESL) teachers; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

**Assessment Methods**

The following methods may be used to assess competency for this unit:

- observation of practical performance by candidate
- role plays
- oral and written questions
- simulations.

**Key Competencies in this Unit**

*Level 1 = competence to undertake tasks effectively*

*Level 2 = competence to manage tasks*

*Level 3 = competence to use concepts for evaluating and reshaping tasks*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organizing and analyzing information	2	Respond to customer complaints in an informed manner; compare prices from suppliers before placing orders
Communicating ideas and information	2	Deal with difficult customers
Planning and organizing activities	2	Prioritize actions
Working with others and in teams	1	Refer difficult customers to supervisor if necessary; inform other staff members of the solutions offered to customer to redress problems

	Using mathematical ideas and techniques	2	Offer discounts or refunds as appropriate
	Solving problems	2	Offer solutions to resolve complaints
	Using technology	2	Input data to record nature of complaint and action taken