**UNIT TITLE:** COMMUNICATE IN ENGLISH ON THE TELEPHONE

**NOMINAL HOURS:** 60

**UNIT NUMBER:** D1.LAN.CL10.04 D1.LAN.CL10.04

**UNIT DESCRIPTOR:** 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.

### ELEMENTS AND PERFORMANCE CRITERIA

<table>
<thead>
<tr>
<th>Element 1: Take general enquiries by phone</th>
<th><strong>UNIT VARIABLE AND ASSESSMENT GUIDE</strong></th>
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<tr>
<td><strong>1.1 Answer phone within <em>stipulated number of rings</em></strong></td>
<td><strong>Unit Variables</strong></td>
</tr>
<tr>
<td><strong>1.2 Give appropriate greeting for the time of day</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>1.3 State own name and/or company name</strong></td>
<td>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:</td>
</tr>
<tr>
<td><strong>1.4 Use clear diction</strong></td>
<td>1. Front Office</td>
</tr>
<tr>
<td><strong>1.5 Establish nature of enquiry</strong></td>
<td>2. Housekeeping</td>
</tr>
<tr>
<td><strong>1.6 Ask questions to establish customer’s needs</strong></td>
<td>3. Food and Beverage Service</td>
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<tr>
<td><strong>Element 2: Respond to customer requests or orders</strong></td>
<td>4. Food Production</td>
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<tr>
<td><strong>2.1 Confirm customer’s requests or orders</strong></td>
<td>5. Travel Agencies</td>
</tr>
<tr>
<td><strong>2.2 Check availability of bookings, if applicable</strong></td>
<td>6. Tour Operation</td>
</tr>
<tr>
<td><strong>2.3 Note customer’s details and ask customer to spell name and address, if appropriate</strong></td>
<td>Stipulated number of rings refers to:</td>
</tr>
<tr>
<td><strong>2.4 Reconfirm details of bookings, requests or orders</strong></td>
<td>• the enterprise standards pertaining to the accepted number of times that the phone may ring before it is answered</td>
</tr>
<tr>
<td><strong>2.5 Thank the customer and say goodbye politely</strong></td>
<td>• commonly four rings is the accepted number of times.</td>
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*Requests* may include:
- bookings
- extra services e.g. babysitting, early morning wakeup calls

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- the enterprise standards pertaining to the accepted number of times that the phone may ring before it is answered
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**Unit Variables**

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.

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:

1. Front Office
2. Housekeeping
3. Food and Beverage Service
4. Food Production
5. Travel Agencies
6. Tour Operation

*Stipulated number of rings* refers to:
- the enterprise standards pertaining to the accepted number of times that the phone may ring before it is answered
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*Requests* may include:
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| Element 3: Make calls to place orders |  
|----------------------------------------|--|
| 3.1 Identify self and state purpose of the call |  
| 3.2 Enquire about availability, delivery times and dates and costs, as appropriate |  
| 3.3 Agree to terms and conditions |  
| 3.4 Thank the supplier and say goodbye politely |  
| Element 4: Handle customer complaints |  
| 4.1 Listen to the nature of the complaint |  
| 4.2 Acknowledge details of the complaint |  
| 4.3 *Respond to the complaint* explaining the process to be taken to deal with it and obtain the customer’s agreement to the process |  
| 4.4 Take action within parameters of job role to resolve the complaint |  
| 4.5 Refer the complaint to a supervisor if necessary |  
| 4.6 Follow up by completing all necessary paperwork |  
| Element 5: Make complaints |  
| 5.1 Identify self and reason for calling |  
| 5.2 State facts about a problem or situation |  
| 5.3 State calmly how the problem or situation may be resolved |  

- general enquiries e.g. bank opening times, directions.

*Orders may include:*  
- food and beverage supplies  
- office supplies  
- promotional supplies  
- cleaning supplies.

*Bookings may include:*  
- restaurant bookings  
- room bookings  
- travel and sightseeing tour bookings  
- taxi bookings.

*Customer's details may include:*  
- name contact number(s) and address  
- time and date of booking  
- any special requests.

*Respond to the complaint may include:*  
- taking and recording details of the caller to enable calls to be returned  
- providing an apology when a mistake has been made  
- staying calm and polite even if the caller is angry and abusive  
- sympathizing and advising the complainant that the matter will be reviewed and a resolution to the problem will be provided.

*Process refers to:*  
- the enterprise’s policies and procedures for dealing with complaints and the most common processes may include:
• 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

<table>
<thead>
<tr>
<th>Key Competencies</th>
<th>Level</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Collecting, organizing and analyzing info</td>
<td>2</td>
<td>Respond to customer complaints in an informed manner; compare prices from suppliers before placing orders</td>
</tr>
<tr>
<td>Communicating ideas and information</td>
<td>2</td>
<td>Deal with difficult customers</td>
</tr>
<tr>
<td>Planning and organizing activities</td>
<td>2</td>
<td>Prioritize actions</td>
</tr>
<tr>
<td>Working with others and in teams</td>
<td>1</td>
<td>Refer difficult customers to supervisor if necessary; inform other staff members of the solutions offered to customer to redress problems</td>
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<tr>
<td>Using mathematical ideas and techniques</td>
<td>2</td>
<td>Offer discounts or refunds as appropriate</td>
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<tr>
<td>Solving problems</td>
<td>2</td>
<td>Offer solutions to resolve complaints</td>
</tr>
<tr>
<td>Using technology</td>
<td>2</td>
<td>Input data to record nature of complaint and action taken</td>
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