

提升高職生升學就業技巧之研究:

Telephone communication for work

任教科別：英文科 作者：彭怡倩

Abstract

Telephone communication is one of the most important forms of communication within the company. Although today its use is being replaced by other forms of communication (such as email), phone use is one of the most common means by which to materialize both internal and external communications. It is very important in business because it is the medium through which the first contact with, or from the company is made. So, before any personal contact, the usual thing is to make a phone call to arrange an interview or to specify any matter or topic. The appropriate telephone techniques is essential to get the most out of this communication tool in business.

Chapter 1: Stages of a phone call

When making a phone call, we can distinguish four stages in the process:

1. Introduction

Whether we call or receive a call, we must greet, identify ourselves (by name and surname), identify the company and include the reason for the call. For example: "Hello, my name is Josefa Martín, from the company Metalplus, S. A. I want to talk with the head of works, please".

2. Development

Once we have contacted the person we want, the conversation starts. For example, if we want to introduce new products or services, we must explain the advantages and the features that differentiate them from similar options; we may name some customers who have already purchased some of them, and so on.

During the course of the conversation, we must assess the interlocutor in order to adjust to adjust the vocabulary we use to his or her level, because if we use technical terms they might not understand us.

We will also pay special attention to fillers, such as: "Eeehhh...", "um...", because the perception about our intelligence or security in the interlocutor may be damaged. Instead we can use a pause, as it will only last a few seconds and the caller won't notice.

3. Closure

It is the turning point of the conversation, as we must have achieved the goal of the call before hanging up. For example, if you want the interlocutor to give you an appointment to introduce your products, you can say: "If it's OK with you, Mr. Díaz, we could meet in your office next week and would show you some samples. Could you make it on Tuesday?"

If you don't reach the goal in the first call, try to arrange another phone call for a more convenient time for the interlocutor. In that call you will repeat the process.

4. Farewell

It is time to finish the communication with our interlocutor. To say goodbye properly, we must thank the interlocutor for the attention and use a polite set expression such as: "Thank you for your time, Mr. Díaz. Have a nice day".

Chapter 2: Useful conversations on the phone

(I) Making a phone call

1. Hello?
2. Is that John?
3. Can I speak to John?
4. May I speak to John?
5. Hello, this is David calling!

(II) Answering the phone call

1. This is John speaking, who's that?
2. This is he/she!
3. Who's speaking please?
4. Who's calling please?
5. Speaking!

(III) Asking for waiting

1. One moment please!
2. Just a minute please!
3. Hold on please!
4. Hang on one second!

(IV) Asking for leaving messages

1. Can you leave the message?
2. Can I take your message?
3. Would you like to leave a message?
4. Would you like him/her to call you back?

(V) Making the wrong call

1. I'm afraid you got the wrong number.....
2. Sorry, I think you reach the wrong number...

(VI) Not in the office

1. I'm afraid Mr. Martin isn't in at the moment.
2. I'm sorry, he's in a meeting at the moment.
3. I'm afraid he's on another line at the moment.

(VII) Transferring the phone

1. Can I have extension 123 please?
2. Could you please transfer the line to Mr. John please?

(VIII) Asking for repeat

1. Could you please repeat that?
2. Would you mind spelling that for me?
3. Could you speak up a little please?
4. Can you speak a little slower please? My English isn't very good.
5. Can you call me back? I think we have a bad connection.
6. Can you please hold for a minute? I have another call.

(IX) Transferring to voicemail

1. Hey David. It's John. Call me!
2. Could you please return my call as soon as possible? My number is 123-4567.
Thank you.
3. This is John. Please give me a ring/buzz whenever it's convenient.

(X) Ending the phone conversation

1. Nice talking to you
2. Well, I guess I better get going. Talk to you soon.
3. Thanks for calling. Bye for now.
4. I have to let you go now.
5. I have another call coming through. I better run.
6. I'm afraid that's my other line. Talk to you later
7. I'll talk to you again soon. Bye.

Chapter 3: Telephone Banking Conversation

Representative: Hello. How may I help you today?

代表：您好 我今天能幫你什麼呢？

Customer: Hello. I'd like some information on the telephone banking services offered at by your bank.

顧客：您好。我想知道您的銀行的電話服務資訊

Representative: Certainly. What is your account number?

代表：當然沒問題 您的帳號是？

Customer: 21324010

顧客：21324010

Representative: What would you like to know?

代表：您想知道些什麼？

Customer: How do I sign up?

顧客：我該如何註冊？

Representative: Just let me know, I'll sign you up immediately.

代表：只須讓我知道 我將立即幫您註冊

Customer: That's great. How do I access my account?

顧客：那太好了。我要如何進入我的帳戶？

Representative: Just call the bank, key in your PIN number and listen to the menu of options available.

代表：只需要打電話給銀行 鍵入你的密碼號碼 並聽取可供選擇的選項

Customer: What kind of things can I do?

顧客：我可以(在電話銀行)做些什麼？

Representative: You can check your balance, pay bills, order a statement or even transfer money to another bank.

代表：您可以查詢餘額 支付賬單 訂閱帳號明細聲明 甚至銀行轉帳

Customer: That's fantastic! Can I trade stocks and bonds.

顧客：這真是太棒了！ 我可以買賣股票和債券嗎？

Representative: I'm afraid you will have to have a special account for that.

代表：恐怕你須有一個特別帳戶來處理(買賣股票和債券)

Customer: What about getting help if I have any problems?

顧客：如果我有什麼問題 要如何尋求協助？

Representative: There's an automated answering machine and staff are available 9 to 5 seven days a week.

代表：我們有自動答錄機和服務人員提供九點到五點一星期七天的服務

Customer: It all sounds very good to me. I'd like to sign up.

顧客：這一切聽起來非常不錯 我想要來註冊

Representative: Alright, can you answer a few questions please?

代表：好的，你能回答幾個問題嗎？

Customer: Certainly...

顧客：當然沒問題...

Chapter 4: Conclusion

Talking with a customer on the phone can often be a difficult task. Without seeing an individual's face, messages can become muddled and meanings misinterpreted. Effective communication results in productive relationships and can yield better customer service and sales. Whenever you're handling clients over the phone, remain positive and do all that you can to satisfy them. Empathize with them

when necessary and be personable. Customers will certainly recognize when they're being treated with courteousness, care, and consideration, which will translate to repeat business.

Chapter 5: Reference

Jeffrey Gordon 和梁欣榮(1970)。辦公室 900 句典。台北市：上海出版社。

<https://www.skillsyouneed.com/rhubarb/customer-service-telephone-skills.html> 下載時間：2017/1/1

<http://blog.xuite.net/cabana/twblog?&p=20> 下載時間：2017/1/29

http://www.linguist.com.tw/ENGClass/e_phone/e_phone_index.htm 下載時間：2017/1/29

<http://assets.mheducation.es/bcv/guide/capitulo/8448180860.pdf> 下載時間：2017/1/29