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DIALOGUES IN
CUSTOMER SERVICE

周石田 编著

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Preface

In the course of nearly thirty years in the commercial air transport business, I have on too many occasions been subjected to what was, at the time, the latest thinking in regard to the subject of customer service. I have attended courses, lectures, seminars, and read most of the literature touching on this subject. Unfortunately, very little of this experience actually translated itself into anything directly useful in my airline career, either because of my inability to comprehend its deeper meaning or because it was written by some isolated academic expounding what was thought to be the latest psychological insights into the subject of human business transaction.

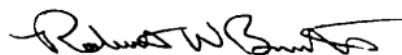
My only regret after reading this book is that I had to wait so long for what is so extremely useful. This volume is an immensely practical, ready-to-use blueprint for anyone interested in meeting the expectations of the global air traveller in the 1990's and beyond. Happily, it is not based on any arcane theory, but is the product of immense effort and the many years of real-life

experience embodied in Mr. Zhou.

Zhou Shitian, currently Deputy Director of International Affairs for China Eastern Airlines, has spent twenty-five years in the airline industry. For over ten years he lived in the United States, representing CAAC in various important capacities and, later, played a pivotal role in the preparations for the first China-U. S. flights by China Eastern Airlines. His experience spans all industry disciplines, including sales, reservations, ticketing, and airport operations. The insights he brings to this work encompass every aspect of the airline-customer interface, and are presented in such a way as to be easily understood and supremely useful. This work is comprehensive — so much so that I would be hard pressed to imagine any situation which is not addressed. Readers will readily agree after simply scanning the Table of Contents, and will easily recognize the value of this book in the increasingly competitive international airline arena.

“Dialogues in Customer Service” ought to be required reading for anyone whose success depends upon meeting the demands of today’s airline customer. In simple language, it uses the technique of realistic dialogue to demonstrate how to overcome language barriers and improve customer service. Its value is so immediately

apparent that I suspect that most readers will be puzzled, as I was, as to why a work of such obvious utility did not appear many years ago.

A handwritten signature in black ink, appearing to read "Robert W. Barrett". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Robert W. Barrett
General Manager
Customer Service
UNITED AIRLINES
Shanghai

序

在从事商业航空运输近三十年的经历中,本人曾多次受到风行一时的为旅客服务新思潮的影响,所以本人参加过多期培训班、讲座,出席过研讨会,还阅读过有关这方面题材的大量著述。令人失望的是,或许是因为本人敏悟不足,难以领会其深刻含义;或许是这些书籍为学者所撰,偏离实际,耽于论理,只是将一种想象出来的心理观察方法应用于人们的商业活动中去,故大部分内容在我所从事的民航工作中实际上都不能成为任何可以直接应用的东西。

读罢此书,我只觉相见恨晚而引以为憾。为一睹此等有用之作,我竟悬悬然等待了如此之久。本书颇为实用,对凡寄情于90年代甚至90年代以后不辜负世界各国旅客期望的人们来说,当是一本现成的工作指南。欣慰的是,本书并不基于玄深莫测的理论之上,而是作者刻苦努力,集多年实践经验具体化之成果。

作者现任中国东方航空公司国际处副处长,从事民航工作迄今已二十三个春秋,其中十年有余身居美国,代表中国民航担任多种要职,之后,在筹备中国东方航空公司通航美国的工作中起过重要作用。作者所经历的工作,涉及民航诸多层面,包括销售、定座、出票、机场航班操作等,这使其以独到的见地把航空公司与旅客联系接触的方方面面尽囊括于此书之中,而且表达得浅显易懂,非常实用。余几乎很难想出还有甚疏漏之处。读者诸君只需一览内容目录,便自会欣然认同,并不难认识在竞争日趋激烈的国际航空市场中此作价值之所在。

盖对其以满足当今航空旅客服务需求为成功的人们而言,《民航客运服务会话》这本书,应该一读。它以简单的语言,实景会话的方式演示了如何克服语言障碍、提高服务质量的问题。此书显而易见之效,不禁使我慨然作想,大多数读者也必将一如我曾经的那样,顿生疑惑,这样一本昭然可鉴的力作何以没能在许多年前问世呢。

美国联合航空公司
上海办事处总经理

罗伯特·W. 巴雷特

1994年10月18日于上海

前 言

笔者积 23 年民航工作之经验和心得,汇编成书,以飨读者,其目的是帮助广大民航从业人员提高英语会话能力,更好地为旅客服务。

本书共分:电话定座、出票和票价计算、机场旅客服务、行李服务和旅客问询等五大部分,计 90 个会话题材,涉及内容广,实践性强,专业知识丰富。本书各课均系当代英、美常用口语,专业英语表达规范。读者在学习时,既可提高英语水平,又能巩固业务知识,可奏一石双鸟之效。它不仅适合从事航空旅客服务的专业人员学习使用,而且也可作为民航院校和航空运输企业岗位培训的理想教材。

本书的参考译文由中国东方航空公司国际处刘益强同志翻译。美国联合航空公司上海办事处总经理 Mr. Robert W. Barrett 博士审阅了全文并为本书作序,在此一并向他们表示谢忱!

由于编者时间仓促,水平有限,书中疏漏舛误,恐所难免,诚望读者和同仁指正。

中国东方航空公司

周石田

1994. 6

请读者注意

本书内出现的航班号、航班时刻、运价(包括适用的条件)以及相关的费用仅供参考,在实际工作中应参阅有效的班期时刻表、运价手册和承运人的规章,特此说明。

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