

全国职业技能英语系列教材

总主编 丁国声

VP

English for Customer Care

客服英语

Rosemary Richey 原著

李相敏 编译



北京大学出版社
PEKING UNIVERSITY PRESS

Cornelsen

English for Vocational Purposes

English

for Customer Care

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总序

(学大英语教材) 林德原

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我国高职高专教育的春天来到了。随着国家对高职高专教育重视程度的加深,职业技能教材体系的建设成为了当务之急。高职高专过去沿用和压缩大学本科教材的时代一去不复返了。

语言学家 Harmer 指出:“如果我们希望学生学到的语言是在真实生活中能够使用的语言,那么在教材编写中接受技能和产出技能的培养也应该像在生活中那样有机地结合在一起。”

教改的关键在教师,教师的关键在教材,教材的关键在理念。我们依据《高职高专教育英语课程教学基本要求》的精神和编者做了大量调查,秉承“实用为主,够用为度,学以致用,触类旁通”的原则,历经两年艰辛,为高职高专学生编写了这套专业技能课和实训课的英语教材。

本套教材的内容贴近工作岗位,突出岗位情景英语,是一套职场英语教材,具有很强的实用性、仿真性、职业性,其特色体现在以下几个方面:

1. 开放性

本套教材在坚持编写理念、原则及体例的前提下,不断增加新的行业或岗位技能英语分册作为教材的延续。

2. 国际性

本套教材以国内自编为主,以国外引进为辅,取长补短,浑然一体。目前已从德国引进了某些行业的技能英语教材,还将从德国或他国引进优秀教材经过本土化后奉献给广大师生。

3. 职业性

本套教材是由高职院校教师与行业专家针对具体工作岗位、情景过程共同设计编写。同时注重与行业资格证书相结合。

4. 任务性

基于完成某岗位工作任务而需要的英语知识和技能是本套教材的由来与初衷。因此,各分册均以任务型练习为主。

5. 实用性

本教材注重基础词汇的复习和专业词汇的补充。适合于在校最后一学期的英语教学,着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

本教材在编写过程中,参考和引用了国内外作者的相关资料,得到了北京大学出版社外语编辑部的倾力奉献,在此,一并向他们表示敬意和感谢。由于本套教材是一种创新和尝试,书中瑕疵必定不少,敬请指正。

丁国声

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2008年6月

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1 Introduction to customer care

People have strong opinions about customer care. What is important for you as a customer? Work with a partner to make a list of the kind of services you expect.

Notes



1 Read this true customer care success story and find four word partnerships with "customer."

customer

Can you add any other words to make more partnerships?

Apple Computer iTools Apple Store Macworld MacTugz Comcast Internet

Focus on... Amazon

Amazon.com is one of the most successful companies on the Internet. It boasts of the latest technological website trends, but the company is especially well-known for its customer satisfaction for online shopping.

Customer convenience is the top priority at Amazon.com. Visit the site once, and when you return, Amazon.com remembers your name and when you visited the site. You

can instantly see what items you have bought. It also shows where you browsed on earlier visits. The customer-friendly IT system recommends other titles or products that might be of interest the next time you shop.

At Amazon.com, top technology gives customer satisfaction. Moreover, the website helplines assist customers with any enquiry, order or even with complaints or problems.

The Amazon agents are ready to give customers efficient service by email or phone.

The highest customer aim is to make shopping more convenient and enjoyable. Amazon.com wants to make sure that customers finish their transactions with a positive impression. This is essential to the continued success of Amazon.com.

VOCABULARY ASSISTANT

assist 帮助
browse 浏览
enquiry 咨询

boast of sth 为……自豪, 夸耀
convenience 方便

According to the article, why is Amazon so successful?
Complete this list.

Notes

1 updated technology

2

3

4

5

2 Find a word in the text that means the same as:

1 to be proud of

2 the highest importance

3 to suggest

4 to help

5 fast and organized

6 easy or helpful to use

7 nice

8 very important

Now use words from above to complete these sentences.

- a Our customers' satisfaction is our top _____.
- b If you contact our call centre, one of our agents can _____ you.
- c Good communication skills are _____ in any customer care job.
- d And you can pay by credit card, which is very _____ when shopping online.
- e We can offer a quicker and more _____ level of service with our new call centre.
- f If you are happy with our products, please _____ us to a friend.

3 You are in a meeting with a possible new customer. Answer his or her questions about your company with some key vocabulary from the text.

Q: What makes your company different?

A: Our company boasts of _____ 1.

We're especially well-known for _____ 2.

Q: How do you make it easy and convenient for the customer?

A: We offer convenience to the customers with _____ 3.

Q: How do I get after-sales service?

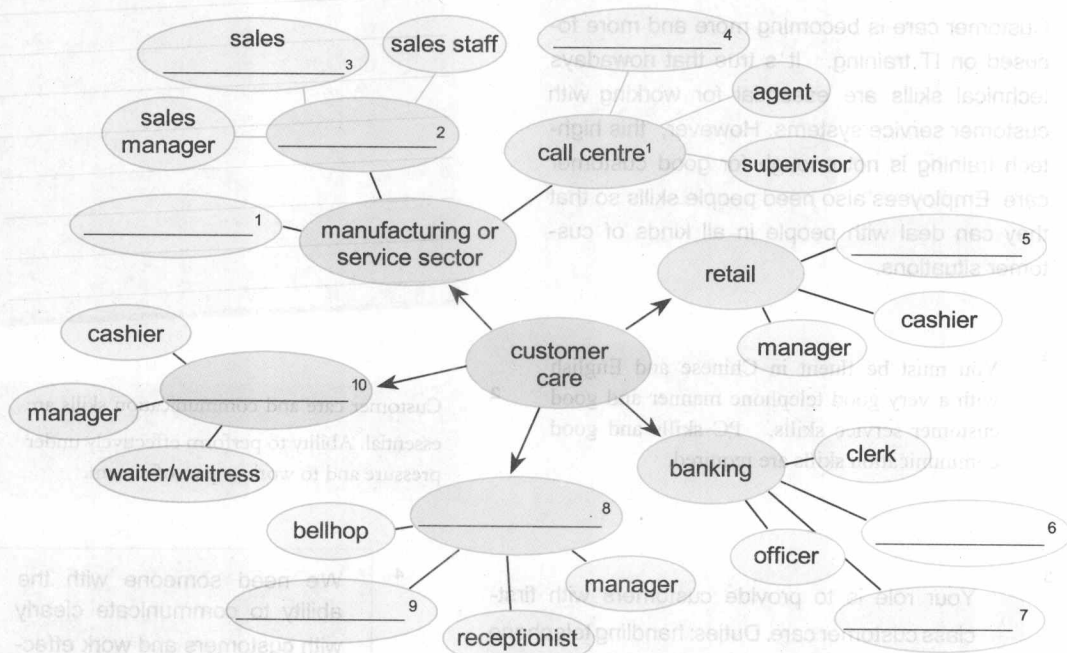
A: We give efficient customer service by _____ 4.

Q: What is the most important focus for your customers?

A: Our top priority is to _____ 5.

4 Use words from the list to complete this web diagram on customer service-centred businesses and jobs.

cashier • concierge • hotel • order entry clerk • receptionist •
representative • restaurant • sales • shop assistant • teller



Is your job or business area on the diagram? If not, add it to the diagram. Can you add another customer care position?

5 Now find people in the web diagram that complete the statements below. More than one answer is possible in each case. Compare your answers with a partner's.

- 1 _____ deals with customers in person.
- 2 _____ is responsible for helping customers choose the right product.
- 3 _____ handles customer questions or problems over the phone.
- 4 _____ takes care of after-sales service.
- 5 _____ processes product orders for customers.
- 6 _____ often has to write to customers.

**VOCABULARY
ASSISTANT**

deal with sb 对付, 打交道, 对待

handle 处理; 应对; 操作

be responsible for (doing) sth 对……负责

take care of sb/sth 照顾; 处理, 对付

- 6 Look at the news flash and the extracts from five job advertisements. What kind of "people" skills do the adverts mention? Complete the notes.

**NEWS
FLASH**

**Are technical
skills enough?**

Customer care is becoming more and more focused on IT training. It's true that nowadays technical skills are essential for working with customer service systems. However, this high-tech training is not enough for good customer care. Employees also need people skills so that they can deal with people in all kinds of customer situations.

Notes

1 *good telephone manner*

- 1 You must be fluent in Chinese and English with a very good telephone manner and good customer service skills. PC skills and good communication skills are required.

- 2 Customer care and communication skills are essential. Ability to perform effectively under pressure and to work as part of a team.

- 3 Your role is to provide customers with first-class customer care. Duties: handling telephone enquiries and complaints; making calls to customers; dealing with correspondence by email and letter. Computer skills and good writing skills required.

- 4 We need someone with the ability to communicate clearly with customers and work effectively with both internal and external teams.

- 5 You will need experience of communicating face to face with customers, using tact and diplomacy.

What kind of skills do you need for your job? Write a job advert for your position.

- 7 Here are some comments taken from customer service questionnaires. Mark them as positive **P** or negative **N**.

1. "Your sales staff is impatient. They never wait for people to finish speaking and are always in a hurry." ☐
2. "The people working at your call centre are always so polite and helpful. And they always take the time to answer all my questions." ☐
3. "I wish your employees would be more attentive. They don't seem to listen to what I say and don't care about me at all." ☐

4. "The bank officer took care of my requests straight away. I didn't have to wait at all."
5. "When I arrived at your hotel, I was totally ignored by both the bellhop and the receptionist."
6. "The clerk was really rude and pretended not to see me."
7. "The waiter was well informed about the menu and was prompt in bringing my food."
8. "Your service was more than I asked for. That really made me feel special."

8 Find words in exercise 7 to complete the table.

positive	negative
to be attentive 1	to ignore sb
to take the time	2
polite	3
4	uninformed
5	too slow
patient	6
7	unhelpful
8	ordinary

VOCABULARY ASSISTANT

attentive 注意的, 专心的; 关心的, 有礼貌的
 patient 有耐心的
 pretend 假装
 rude 粗鲁的, 无礼的

Now use words from the table to complete these sentences from a customer care handbook. Sometimes more than one answer is possible. Compare with a partner's.

- a Customers always expect you to be _____.
- b If you are _____ to customers, they will not do business with you again.
- c Being _____ always makes a bad impression on customers or guests.
- d You should be _____ about the services or products you provide.
- e A call centre agent should never be _____ on the phone and should always be _____.

9 Tell your partner about one positive and one negative customer care situation you have recently experienced. Make a list of suggestions to improve negative service. Use the phrases in the box below in your discussion.

USEFUL LANGUAGE

Making suggestions

Why don't you... ?

Don't / Wouldn't you agree that... ?

Isn't it a better idea to... ?

It makes a good/bad impression if they/you...

Responding to suggestions

That's right./I agree.

I see your point.

I disagree because...

I don't agree. I would...



How much do you know about customer care? Mark the following statements agree **A** or disagree **D**. Then read the article to see how your answers compare.

- ☐ 1 Customers do not tell their friends and colleagues about bad customer care experiences.
- ☐ 2 The product itself is more important than the service behind it.
- ☐ 3 Good, friendly service will keep customers coming back.
- ☐ 4 After the sale is finished, the customer does not need any attention.

Welcome to Customer Concepts

Apple Computer iTools Apple Store Microsoft HotTips Correlation Intranet

CUSTOMER CONCEPTS

Log in Become a member

Surprising Facts about Customer Care

We might believe that our customer service is excellent, but what do your customers think? After all, it's their opinion that matters, not ours!

Here are the hard facts we have to deal with:

- One customer in four is dissatisfied with some aspect of customer care.
- Surveys show that for every customer who complains, there are 26 others who never say anything about customer service.
- The average "wronged" customer will tell 8-16 more people about their negative experience.
- Some 90% of unhappy customers will never buy from you again.
- 80% of lost customers result from the feeling that "they just don't care about me or my business."
- With the use of the Internet nowadays, one person can tell hundreds, or even thousands of other people about their experiences! As someone once said: the competition is only a mouse click away!

Obviously we need to focus on more ways to improve customer care. It's not enough just to give customers exactly what they ask for. We need to "go beyond the call of duty," in other words, take the extra step to make our customers feel special. This is the only real difference we can make. It's just too easy these days for customers to change to your competitors!

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Over to you

If customer care is so important, why do so many businesses not pay attention to it?

Will there be more of a demand for good customer service in the future? Why? Or why not?

How does your company know if it is giving good or bad service?



Key concept

When you lose customers, you lose profits.

When you keep customers, you create profits!

2 Face to face with customers

What makes the most impact in face-to-face encounters in customer care? Choose the three most important aspects for you and compare your answer with a partner's.

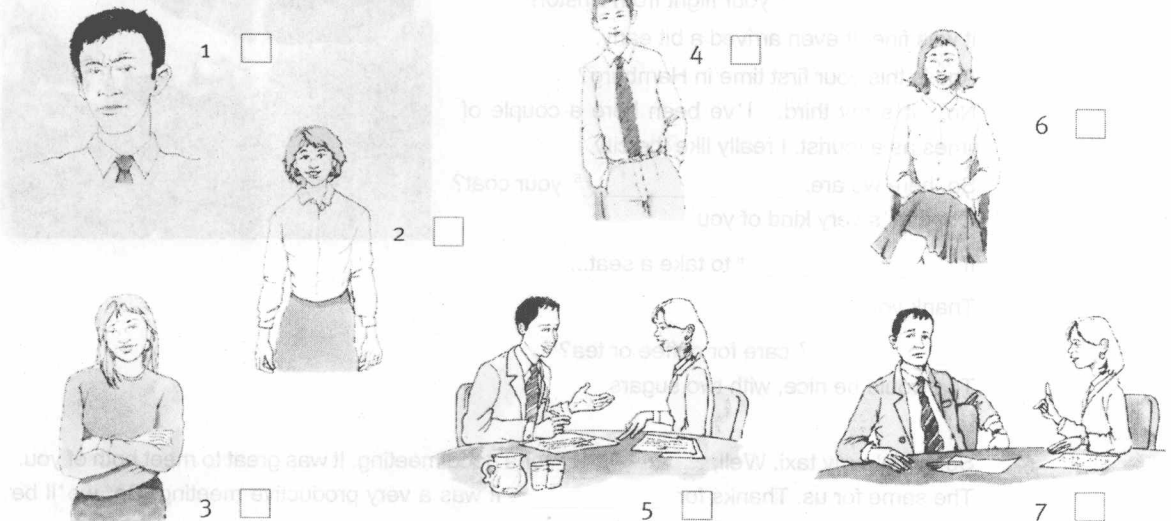
clear speaking voice • good vocabulary • sense of humour • expensive clothes
pleasant body language • good eye contact • accurate grammar • good grooming

1 First read this tip from an American customer care website. Do you agree? Why or why not?

What customers really notice

Your body language—the way you stand or sit, what you do with your arms and hands, whether you are smiling or frowning, and so on—tells the real truth to your customers! Your words may be able to hide that you're bored or uninterested, but your body can't. When meeting a customer, make eye contact within 10 seconds. This creates a bond between you and the customer and it shows your interest in real communication. If you don't make eye contact, the customer could think that you aren't interested—or even worse, that you're ignoring him or her!

Now decide whether the following body language would give a positive **P** or negative **N** impression to your customers.



Do you think this impression is the same for people from all cultures?



2 Listen to these greetings in typical customer care situations, and decide where they take place.

- ☐ a trade fair ☐ a bank ☐ a shop ☐ a company ☐ a hotel

Now listen again and complete these sentences. Which sentences can be used when you
a) meet someone new b) meet someone you already know c) offer help and d) ask someone to do something?

- 1 Good morning, Ms Richards. _____?
- 2 Well, if you need help, just _____.
- 3 _____ just fill in this form, please, Mr Rodriguez?
- 4 Hello. _____ I help you?
- 5 Nice to _____, Mr Alle.



3 Listen to this start and finish of a company visit and complete the gaps. How well does Peter know his two hosts, Fritz and Anke? Has he met them before?

Fritz Good morning, you _____ 1 Peter Manser. I'm Fritz Heinle. Welcome to EDS.

Peter Thank you. It's nice to finally meet you face to face.

Fritz Yes, we've talked so much on the phone, I feel like I know you already. Peter, I'd like to _____ 2 you to Anke Schmidt, our customer services manager. Anke, this is Peter Manser from TopForm, in Bristol.

Peter Nice to meet you, Ms Schmidt.

Anke _____ 3 to meet you, too.

Fritz So, if you'd just come this way...

Anke _____ 4 your flight from Bristol?

Peter It was fine. It even arrived a bit early.

Anke And is this your first time in Hamburg?

Peter No, it's my third. I've been here a couple of times as a tourist. I really like the city.

Fritz So, here we are. _____ 5 your coat?

Peter Oh, that's very kind of you.

Fritz If _____ 6 to take a seat...

Peter Thank you.

Fritz _____ 7 care for coffee or tea?

Peter Tea would be nice, with two sugars.

Peter So, here's my taxi. Well, _____ 8 for a good meeting. It was great to meet both of you.

Fritz The same for us. Thanks for _____ 9. It was a very productive meeting. So, we'll be in contact by email as usual.

Peter Yes, of course. Bye.

Anke Have a nice _____ 10! bye.

Fritz So long for now.



Now add phrases from the dialogue to fit the categories below.

Greetings and introductions

Offering hospitality

Good morning, you must be... I'm....

a bit of trouble with the train

They always seem to be late

You're lucky, it's been raining

here for three days now. Very

depressing.

Me too. In fact, I'm playing in

Small talk questions

How lovely, I was in Portugal

two years ago. Do you know

Oh, really? Was that for

business or pleasure?

It was fine. The train was a

bit late but we arrived on

time.

Nice to meet you when I tell

and warm when I tell.

How was your trip?

Actually, they're both on

holiday now. In Portugal.

Yes, I have. I was here four

years ago.

Did you find us OK?

Yes, the weather

was just what we needed.

How long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

So long for now.

4 Complete the sentences with words from the box below.

care • contact • finally • get • introduce • journey • kind • like • long • may • pleasure

- May I _____ you to Mrs Berg? She's our regional manager.
- It's nice to _____ meet you face to face.
- _____ I take your jacket?
- Oh, that's very _____ of you.
- I'd _____ to introduce myself. My name's Ralf Linmann. I'm the floor manager here.
- Would you _____ for coffee or tea?
- Can I _____ you some mineral water?
- We'll be in _____ by email as usual.
- It was a _____ to meet you. Have a nice _____.
- So _____ for now.

CUSTOMER FOCUS EXTRA

Small talk may seem to deal with unimportant topics, but it's necessary for "breaking the ice" with customers. People can relax and get comfortable with light topics such as...

- their trip (*How was your flight? Did you have any trouble finding us?*)
- where they're staying (*So, how's your hotel? Everything OK?*)
- (first) impressions of the city (*Have you ever been to...? So, what do you think of... so far?*)
- The weather (*Great weather, isn't it? How's the weather in...?*)

Be careful with making small talk on topics like family, religion, politics or with making compliments about somebody's appearance. Depending on your customers' cultural background, they might find the topics too aggressive or too personal in a business context.