



# English for Customer Care

UNIT TITLE		TOPICS	USEFUL LANGUAGE AND SKILLS
<b>1</b>	<b>Introduction to customer care</b>	Customer care success Customer care businesses and jobs Surprising facts about customer care	Skills and qualities for good customer care Making suggestions
<b>2</b>	<b>Face to face with customers</b>	Body language A company visit Meeting do's and don'ts At a trade fair The invisible customer	Basic socializing language The importance of small talk Follow-up Steps for winning customers in your presentations
<b>3</b>	<b>Dealing with customers on the phone</b>	General telephoning The 'customer care' phone call What the customers really hear	Being courteous on the phone Making sure you understand Making arrangements
<b>4</b>	<b>Call centre success</b>	Taking order Hotline (troubleshooting) Customer-centered call centers	The first impression Clarifying and explaining Checking comprehension
<b>5</b>	<b>Delivering customer care through writing</b>	Effective letters and emails Formal and informal writing styles The five Cs of customer care writing A case study	Salutations and closes Standard phrases for handling Customers (connecting with the reader, taking action, etc.)
<b>6</b>	<b>Dealing with problems and complaints</b>	Complaint strategies and policies The letter of apology Explaining company policy Some opinions about complaints and apologies	Softening bad news and apologizing Problem-solving steps