

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	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Take general enquiries by phone</p> <p>1.1 Answer phone within <i>stipulated number of rings</i></p> <p>1.2 Give appropriate greeting for the time of day</p> <p>1.3 State own name and/or company name</p> <p>1.4 Use clear diction</p> <p>1.5 Establish nature of enquiry</p> <p>1.6 Ask questions to establish customer's needs</p> <p>Element 2: Respond to customer requests or orders</p> <p>2.1 Confirm customer's <i>requests</i> or <i>orders</i></p> <p>2.2 Check availability of <i>bookings</i>, if applicable</p> <p>2.3 Note <i>customer's details</i> and ask customer to spell name and address, if appropriate</p> <p>2.4 Reconfirm details of bookings, requests or orders</p> <p>2.5 Thank the customer and say goodbye politely</p>	<p>Unit Variables</p> <p>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.</p> <p>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:</p> <ol style="list-style-type: none"> 1. Front Office 2. Housekeeping 3. Food and Beverage Service 4. Food Production 5. Travel Agencies 6. Tour Operation <p><i>Stipulated number of rings</i> refers to:</p> <ul style="list-style-type: none"> • the enterprise standards pertaining to the accepted number of times that the phone may ring before it is answered • commonly four rings is the accepted number of times. <p><i>Requests</i> may include:</p> <ul style="list-style-type: none"> • bookings • extra services e.g. babysitting, early morning wakeup calls 	

<p>Element 3: Make calls to place orders</p> <p>3.1 Identify self and state purpose of the call</p> <p>3.2 Enquire about availability, delivery times and dates and costs, as appropriate</p> <p>3.3 Agree to terms and conditions</p> <p>3.4 Thank the supplier and say goodbye politely</p> <p>Element 4: Handle customer complaints</p> <p>4.1 Listen to the nature of the complaint</p> <p>4.2 Acknowledge details of the complaint</p> <p>4.3 <i>Respond to the complaint</i> explaining the process to be taken to deal with it and obtain the customer's agreement to the process</p> <p>4.4 Take action within parameters of job role to resolve the complaint</p> <p>4.5 Refer the complaint to a supervisor if necessary</p> <p>4.6 Follow up by completing all necessary paper work</p> <p>Element 5: Make complaints</p> <p>5.1 Identify self and reason for calling</p> <p>5.2 State facts about a problem or situation</p> <p>5.3 State calmly how the problem or situation may be resolved</p>	<ul style="list-style-type: none"> • general enquiries e.g. bank opening times, directions. <p><i>Orders may include:</i></p> <ul style="list-style-type: none"> • food and beverage supplies • office supplies • promotional supplies • cleaning supplies. <p><i>Bookings may include:</i></p> <ul style="list-style-type: none"> • restaurant bookings • room bookings • travel and sightseeing tour bookings • taxi bookings. <p><i>Customer's details may include:</i></p> <ul style="list-style-type: none"> • name contact number(s) and address • time and date of booking • any special requests. <p><i>Respond to the complaint may include:</i></p> <ul style="list-style-type: none"> • 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. <p><i>Process refers to:</i></p> <ul style="list-style-type: none"> • the enterprise's policies and procedures for dealing with complaints and the most common processes may include:
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- 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

Key Competencies	Level	Examples
Collecting, organizing and analyzing information	2	Respond to customer complaints in an informed manner; compare prices from suppliers before placing orders
Communicating ideas and information	2	Deal with difficult customers
Planning and organizing activities	2	Prioritize actions
Working with others and in teams	1	Refer difficult customers to supervisor if necessary; inform other staff members of the solutions offered to customer to redress problems

	Using mathematical ideas and techniques	2	Offer discounts or refunds as appropriate
	Solving problems	2	Offer solutions to resolve complaints
	Using technology	2	Input data to record nature of complaint and action taken