

# PENANG SANGAM HIGH SCHOOL

## YEAR 11

### OFFICE TECHNOLOGY

#### WORKSHEET 21

#### LESSON NOTES AND ACTIVITY

<b>STRAND</b>	OT 11.3 Office Administration
<b>SUB-STRAND</b>	OT 11.3.2 Customer service
<b>LEARNING OUTCOME</b>	<ul style="list-style-type: none"><li>• Distinguish between personal and telephone callers</li><li>• Recognize the ways to manage telephone enquiries</li><li>• Explain the procedures to be followed while answering the telephone</li></ul>

#### PERSONAL AND TELEPHONE CALLERS

Dealing with these different types of callers involves a well-organized communication process. There are **two** types of callers in the organisation:

- **Personal Callers** – are people or customers that visit the office personally
- **Telephone Callers** – are people or customers that call the office through the use of the telephone.

The protocol for receiving all types of callers must always be the same.

- Receive callers promptly
- Welcome pleasantly and courteously
- Ensure that they are comfortable and at ease
- Enquire about their visit
- Ensure that they do not wait for too long
- Direct them to the appropriate department

#### **Managing Telephone Enquiries**

The telephone is a communication device used between two people in two different locations. You may use the telephone for a variety of reasons. For a receptionist, some of the reasons she would be using the telephone is to:

- Give information about the organization
- Schedule an appointment
- Answer to an enquiry
- Give directions on how to get to your site
- Refer someone to a specialized personnel
- Handle a complaint



## **Procedure to be followed while answering the telephone:**

**1. Answer The Telephone Promptly** - Try to answer a call on the first ring. This may not be possible if you are on the switchboard, or dealing with someone at the reception desk, but you should try to answer all calls before the third ring.

**2. Identify Yourself And Your Organisation** - Your voice is an important component in the image you project to a listener. Example, greet the caller warmly, sound cheerful and enthusiastic, speak clearly and confidently, hold the mouthpiece of the telephone no more than three centimeters for your lips or your voice will not be clear, Use good dictation, which means pronouncing words correctly and sounding words clearly and speak a little more slowly than you would normally do, but not so slowly that you sound bored or tired.

**3. Adapt A Helpful Attitude** - As a representative of your organisation, you are expected to give the caller every assistance needed. If you cannot do this, either transfer the caller to someone who can help or take his or her name and telephone number and call back as soon as possible with the information needed.

**4. Screen Calls (if need be)** - This means putting the caller on hold while you find out whether the person called wants to speak to the caller. There are a number of reasons why some might not want to speak to the caller but this is not your concern, and you need to treat this situation diplomatically.

**5. Employee Business Ethics** - Your first loyalty is to the organisation you work for, and there are certain items of information that should not be disclosed to people outside the business. Some example are:

- Personal information about employees
- Details about new products before they are released for sale
- Financial details that have not been released to the public officially

**6. Transferring Calls Correctly** - When transferring calls to another extensions, ask the caller politely to hold the line.

**7. Establishing the Requirements of the Caller** - You need to establish quickly what the caller exactly requires, to whom they want to speak to.

**8. Clarifying an Enquiry** - Clarifying involves repeating back to the caller what they said.

**9. Writing Everything Down** - As soon as the caller starts speaking, ask for his or her name and write it down. Also, write down the telephone number and address (if relevant). Then write down the main points of the conversation.

**10. Dealing with Difficult Customers** - When a customer becomes aggressive over the telephone, it is natural for you to feel aggressive in return. However, you must control this feeling to avoid a more serious situation. Remember the customer is always right.

**11. Terminating Calls**



You should allow the caller to finish the conversation – unless this is taking too long in which case you should politely but firmly bring it to a close by saying goodbye and thanking him/her for calling.

**12. Reconnecting a Call That Has Been Disconnected** - With incoming and outgoing calls, if a call is disconnected the person who made the call should ring again.

**13. Taking and Distributing Messages** - A notepad and a message pad should be kept next to all telephones so that anyone who answers a call, even if he or she is just walking past, can take down a message. Every message should include

- The date and time of call
- The caller's name and the name of their organisation
- The telephone number of the caller
- Content of the message
- The name of the person who took the message



All messages should be passed on promptly so that action can be taken immediately.

### Ways of Attracting Visitors to the Organisation.

1. **Online business** - also referred to as e-business - is any kind of business activity that happens online (over the internet).
2. **Mobile business** – taking your business to where your customers are.
3. **Promotion** is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and **promotional** strategies ensure long-term success, bring in more customers and ensure profitability for businesses.

### Activity

1. Differentiate between personal and telephone callers.

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2. List and explain at least two procedures to be followed while answering telephone.

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3. List three ways of attracting visitors to an organisation.

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