

IAC2301

INTRODUCTION TO AIRLINE CUSTOMER SERVICE



Unit 7: Customer service via
Technology

Chapter outline

- The call center or help desk
- Technology etiquette and strategies
- The telephone in customer service



The call center or help desk

- Business provide access to products and services almost at anytime
- Electronic commerce supplemented the frontline service providers
- Customers still appreciated old-fashioned personalized customer service
- Service delivered face-to-face or via technology → there is no substitute for dedicated, knowledgeable, and well-trained employee

Type of technology

- Automatic Call Distribution (ACD) System
 - Incoming calls to next available agent
- Automatic Number Identification (ANI)
 - Allow customers to be identified and their call directed appropriately
- Electronic Mail (e-mail)
- Facsimile
- Internet
- **Interactive Voice Response (IVR)**
Allows customers to call in 24/7 even when customer service representatives are not available, customers can get information or answers to questions.

Technology etiquette and strategies

Using technology ethically and with correct etiquette is important.

- **E-mail**
 - Use short, concise sentences
 - Average person will not read lengthy message
 - Use both upper-and lowercase letters
 - Write with all capital letters is like **shouting** at person
 - Indicate strong emotion
 - Be careful with punctuation
 - Use e-mail only for informal correspondence
 - Many people do not check their e-mail regularly
 - Use organization e-mail for business only

Technology etiquette and strategies

- Use care in the type of information you send
 - Avoid sending personal information ex. Account numbers unless you have security software
- Use blind carbon copies sparingly (BCC)
 - If you have an email that needs to go out to multiple people at the same time, this enables you to send the message to everyone involved, without making their addresses and identities known to each other
- Copy only necessary people
- *Be cautious in using emoticons*
 - Might be misinterpreted and confusing
- Fill your address line last

Some Emoticons

: -) Happy

: - (Sad

; -) Flirting
or wink

0
< > Defiant

: - 0 Yelling
or
Surprised

: - x Lips
are sealed

: - }
Embarrasse
d

> :-) Devil

: - D Laugh 0 : -) Angel

< :-) stupid
question

: ~ / Really
confused

How to email overseas

It's easy to be misinterpreted when emailing with people at foreign companies

1. Know your titles

People from different cultures have different expectations regarding how they prefer to be addressed.

The easiest way to avoid a potentially embarrassing gaffe is to simply use the greeting "Dear..." with their first name to avoid having to use Mr., Ms., Frau, Herr, etc. and risk using the wrong one!

2. The problem with surnames. Most people know that surnames come first in China. But sometimes the Chinese will put their surnames second when emailing with Western companies.

If you don't know which is the surname, ask.

3. Time zone : when communicating with someone on the opposite side of the world, remember that your working hours might be a full business day different. This means that your messages won't be seen until the next day.

If something is urgent, make sure you send a request with ample time and tell them specifically when you need a reply, including the date and time zone.

4. Be as specific as necessary

Individuals from Asian cultures, like China or Japan, tend to be high-context communicators. This means that they're more likely to expect emails to be very detailed.

Remember this when you compose your messages and your exchanges will go much more smoothly.

5. Keep it simple. When communicating with someone who speaks your native tongue as a second language, keep sentences simple. Avoid jargon that could be misunderstood.

◦ *What challenges have you faced when emailing others abroad? Share your experience*

Technology etiquette and strategies

◦ **Facsimile**

- Be considerate your receiver
 - Time differences
- Limit graphics
- Limit correspondence recipients
 - People have a need to know



The telephone in customer service

Advantages of telephone customer service

- Convenience
- Ease of communication
- Economy
- Efficiency



Communication skills for success

- Speak clearly
- Limit jargon, slang
- Adjust your volume
- Speak at a rate that allows comprehension
- Use voice inflection
- Use correct grammar
- Pause occasionally
- Smile as you speak
- Project a positive image and attitude
- Wait to speak
- Listen actively

The telephone in customer service

Tips for creating a positive telephone image

- Continually evaluate yourself
- Use proper body posture
- Be prepared (standard greeting)
- Speak naturally
- Be time-conscious
- Be proactive with service
- Conclude calls professionally



- *“All right, Ms. ____, let me confirm what we have discussed. I’ll get _____. You’ll take care of _____. Is that correct?”*

Effective Telephone usage

- Eliminate distractions
- Answer promptly
- Use title with names
 - Mr./Mrs./Ms./Dr.
 - The end of call “Thanks for calling, _____. I’ll get that information right out to you.”
- Ask questions
- Use equipment properly
- Use speakerphones with caution



- Transfer calls properly
 - Always request permission before transferring a caller
 - Give a caller a feeling of control

“May I transfer you, or would you rather I take a message and pass it along to?” “I’d be happy to connect you, again, if you are accidentally disconnected”

- Once you have successfully reached the intended person, announce the call by saying
“Marsha, this is Pat, from airport office. I have (Customer’s name) on the phone. She has a (question, problem). Are you the right person to handle that?”

The telephone in customer service

- If the call taker is not available or is not the appropriate person, reconnect with the customer and explain the situation
- If place someone on hold, it's a good idea to go back on the line every 20 to 30 second. Let them know that you are not forgot



The telephone in customer service

- Taking messages professionally
 - ✓ Name (correctly spell)
 - ✓ Company name
 - ✓ Phone number
 - ✓ Brief message
 - ✓ When call should be return
 - ✓ Time and date of the call and your name



Communicating message

Message	Possible interpretation	Alternative
“I’m not sure where he is” or “He’s out roaming around the building somewhere.”	“Don’t they have any control or structure at this company?”	“He’s not available. May I take a message?”
“We should have that problem taken care of soon.”	“Don’t you know for sure?”	“I apologize for the inconvenience. We’ll attempt to resolve this by__.”
“I’m sorry. She is still at lunch.”	“Must be nice to have 2 hrs. lunch.”	“I’m sorry. She is at lunch. May I assist you, or take a message?”
“He is not available right now. He’s taking care of a crisis.”	“Is there a problem there?”	“He isn’t available right now. May I assist

Message

Possible interpretation

Alternative

“She is not in today. I’m not sure when she’ll be back.”

“Don’t you know for sure.”

“She is not in today. May I assist you?”

“He left early today.”

You people are not customer-focused.

“He is out of the office. May I assist you?”

“I don’t know where she is. I just walking by and heard the phone ringing.”

“Nice that you are conscientious. Too bad others are not.”

“She is not available right now, but I’d be happy to take a message.”

“I’ll give him a message and try to get him to call you back.”

“So there’s 50-50 chance. I’ll be served.”

“I’ll give him the message when he returns and ask him to call you back.”

•“Hang on a second while I find something to take a message with.”

•“Doesn’t sound as if people at this company are very prepared to serve customers.”

“Would you please hold while I get a pen and paper?”

<https://youtu.be/-0N1RE0C4vk>

Social Media Etiquette

- Enables to communicate with hundreds of people at once via websites such as Facebook, Twitter or LinkedIn.
- Businesses are taking advantage of the widespread use of social media and using it as a highly effective marketing tool.
- If you use social networking for business, be careful what you post, since all your followers can read it.
- Also, just because someone follows you, it doesn't mean you need to follow them back.
- Connect with followers by responding when they comment on your page or profile.
- Treat people with respect and dignity, the same way you would if you talked to them offline.

Video Chat Etiquette

- Video chat, including the Skype service, enables you to have conference calls and meetings with co-workers and clients around the world.
- Video chat makes your meetings feel more personal, since you can see your chat partner as if you both were in the same room.
- Before beginning a video chat session, ensure that your webcam, chat software and Internet connection are set up correctly.

- Technical problems during a chat cause frustration and impatience for everyone involved.
- Conduct video chats in a professional environment, even if it's a tidy, organized room in your home.
- Laptops allow you to have video chats anywhere, but you shouldn't have a chat in certain places. For example, it's unprofessional to chat in the restroom or in any loud, busy environment, such as a restaurant.

Questions?



Reference

- <https://www.businessnewsdaily.com/6444-call-center-phone-etiquette.html>
- <https://www.rw-3.com/blog/5-ways-to-master-international-email-etiquette>