

Competency Standard

UNIT TITLE: COMMUNICATE IN ENGLISH ON THE TELEPHONE		NOMINAL HOURS: 60
UNIT NUMBER:	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>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 labour 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>2.5 Thank the customer and say goodbye politely</p> <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>	<p><i>Requests</i> may include:</p> <ul style="list-style-type: none"> • Bookings • Extra services e.g. Babysitting, early morning wakeup calls • General enquiries e.g. Bank opening times, directions. <p><i>Orders</i> may include:</p> <ul style="list-style-type: none"> • Food and beverage supplies • Office supplies • Promotional supplies • Cleaning supplies. <p><i>Bookings</i> may include:</p> <ul style="list-style-type: none"> • Restaurant bookings • Room bookings • Travel and sightseeing tour bookings • Taxi bookings. <p><i>Customer's details</i> may include:</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</i> may include:</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
	<ul style="list-style-type: none"> • Staying calm and polite even if the caller is angry and abusive

	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ▪ 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. <p>Assessment Guide</p> <p>The following skills and knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • 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.
	<p>Linkages To Other Units</p> <ul style="list-style-type: none"> • Communicate on the telephone • Converse in English at a basic operational level

	<ul style="list-style-type: none"> • 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. <p>Critical Aspects of Assessment</p> <p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • 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
	<ul style="list-style-type: none"> • 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. <p>Context of Assessment</p> <p>Assessment must ensure:</p>

- 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 analysing 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