



Customer Care

Communication Skills in English for Customer Care (Level/B1/B2/C1)

“Through our team of teachers in Cambridge and our official Certificate you will achieve your professional objectives”

Course: B1, B2 40-hours

A tailored teacher is assigned to the Customer Care which covers the key features below:

English for Customer Care is an ideal short course for those who need to communicate with customers effectively and politely in English, over the phone, in person, or in writing.

English for Customer Care is an ideal course for students in employment, who want to communicate better in English. This short, intensive course can be completed in 40- hours, so students make progress quickly.

Important relevant points:

English for Customer Care is suitable for people who have direct contact with customers in a variety of contexts, including hotels, banks, helpdesks and *call centres*.

Students learn the language skills, professional techniques, and specific strategies they need to communicate successfully in English with customers.

Each unit of English for Customer Care addresses the different forms of customer contact, such as face to face meetings, telephone calls, and written communication. The final unit presents the skills needed to *solve problems and deal with customer complaints effectively*.

Key Feature:

- Engaging topics, motivating role-plays, and a variety of exercises provide a framework for each specialist subject
- Tip boxes present key language points, useful phrases, and strategies.
- STARTER section at the beginning of each unit has warm-up and awareness-raising activities
- OUTPUT sections at the end of each unit encourage discussion and reflection
- Answers, transcripts, and a glossary of useful phrases at the back of each book
- The interactive Multi ROM includes realistic listening extracts and interactive exercises for extra practice

Some topics that is included in the Customer Care course:

Introduction to Customer Care: Customer care success, customer care business and jobs.

Face to face with customers: Body language, a company visit, trade fairs, the invisible customer.

Dealing with customers on the phone: General telephoning, the 'customer care' phone call, what the customers really hear.

Call centre success: Taking an order, hotline, customer-centered call centres.

Delivering customer care through writing: Effective letters and emails, formal and informal writing styles.

Dealing with problems and complaints: Complaint strategies and policies, the letter of apology, explaining company policy.

★ *English Go Centre provides* a monthly report with official Cambridge IELTS exams.

EGC: - offers IELTS tests at 14 locations across the country. Tests take place around 3 times per month. Registrations take place in person, by post or online. Processing takes place at one of the British Council offices in Barcelona, Bilbao or Madrid.