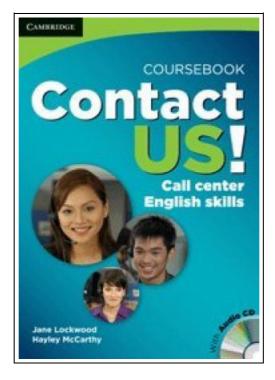
# Contact US!: Call Center English Skills (Coursebook)



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## Reviews

The best ebook i possibly read. I have go through and i also am sure that i am going to planning to read once again again later on. Its been printed in an extremely simple way which is simply after i finished reading through this ebook by which basically changed me, alter the way i really believe.

(Telly Hessel)

## CONTACT US!: CALL CENTER ENGLISH SKILLS (COURSEBOOK)



Cambridge University Press, 2010. Softcover. Book Condition: New. Contact US! has been carefully developed to meet the needs of call center agents who require communication training. It aims to develop high-end professional English language communication skills for successful interactions with customers in the USA. The course consists of 10 units with a total of about 100 hours of motivating and highly relevant training material. Units have been designed in a way that allows trainers to select materials flexibly from the book according to the needs of learners. The program has been developed by FuturePerfect Business English specialists? a team of applied linguistics researchers, curriculum and materials designers and assessment professionals specializing in the BPO industry and call centers in particular.? Practices a unique blend of skills: active listening and effective speaking; understanding and managing soft skills; reading on screen and providing information; and developing intercultural understanding.? Caters for different learning styles and is highly communicative in approach.? Uses the Business Processing Language Assessment Scales (BUPLAS) to measure both communication gains and intercultural competencies.? Is strongly grounded in current research and draws on extensive experience with leading global call center and BPO organizations. Contents Unit 1: Being clear and polite Unit 2: Predicting customer need Unit 3: Explaining and giving instructions Unit 4: Defusing anger Unit 5: Probing for information and admitting mistakes Unit 6: Dealing with complaints and checking information Unit 7: Showing empathy Unit 8: Thinking aloud and building solidarity Unit 9: Keeping control of an aggressive call Unit 10: Dealing with sarcasm Printed Pages: 130.



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