

Welcome Line - Information Sheet

Course Aim: Welcome Line aims to help you provide excellent service when using telephone and e-mail as means of communication.

Duration TBA
Timings

Do I need previous knowledge and skills?

No

Who is the course intended for?

Students or members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, retail.

What will I gain from the course?

Ability to use the telephone and email professionally in a way that will positively impact on the business. Skills for communicating efficiently with customers, improving customer service and in doing so ensuring a more profitable business.

What does the course cover?

Preparation methods for communicating with customers by telephone

- identifying environmental factors affecting location and use of the telephone
- understanding the key functions of your telephone system
- preparing for making and receiving calls
- identifying techniques for efficient customer call handling
- taking and passing on messages effectively

Communicating effectively with customers by telephone

- identifying key requirements of effective speaking on the telephone
- listening actively on the telephone
- using a range of questioning techniques
- the principles of selling and marketing on the telephone
- handling complaints and difficult situations on the telephone effectively

Communicating effectively with customers by e-mail

- identifying the main advantages and disadvantages of e-mail as a means of communication with customers
- using e-mail effectively

Course Method Discussion groups
Case studies and activities

Assessment A short multiple choice test, completed at end of the day.

Next steps Leading directly on to any of the other Welcome to Excellence courses, which builds upon and extends the knowledge developed and the NCFE qualification or Level 2/3 NVQ Welcome Management

If you require any further information, please contact:

Gill Heighington, Training Department, Tourism South East, 40 Chamberlayne Road, Eastleigh,
Hampshire, SO50 5JH

Tel: (023) 8062 5400 Fax: (023) 8062 0010 Email: gheighington@tourismse.com