COURSEBOOK

Contact US!

Call center English skills

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Plan of the book

	A **The call**	**B** **Focus on language**	**C** **Soft skills**
Unit 1 **Being clear and polite** *Pages 2–12*	◆ Franchise inquiry	◆ Forming questions in spoken English ◆ Open and closed questions ◆ American idioms (1)	◆ Explaining information clearly ◆ Putting the customer on hold
Unit 2 **Predicting customer need** *Pages 13–24*	◆ Bulk buy inquiry	◆ Present continuous (1) ◆ Using *just* ◆ Phrasal verbs (1)	◆ Predicting caller need ◆ Backchanneling
Unit 3 **Explaining and giving instructions** *Pages 25–34*	◆ Caller changing phone number	◆ Zero conditional ◆ Giving instructions using imperatives and softeners ◆ Using idioms	◆ Giving clear instructions and explanations
Unit 4 **Defusing anger** *Pages 35–45*	◆ Extra charges on bill	◆ Modal verbs ◆ Phrasal verbs (2)	◆ Defusing anger ◆ Sounding sincere
Unit 5 **Probing for information and admitting mistakes** *Pages 46–57*	◆ Camera repair	◆ The interrupted past ◆ The second conditional ◆ American idioms (2)	◆ Probing questions ◆ Admitting mistakes
Unit 6 **Dealing with complaints and checking information** *Pages 58–68*	◆ Unexplained text messages on monthly invoice	◆ Modals used to express obligation ◆ Passives ◆ Phrasal verbs (3)	◆ Active listening ◆ Checking information
Unit 7 **Showing empathy** *Pages 69–80*	◆ Complaint about termination of policy	◆ Present continuous (2) ◆ Extended use of *just*, *actually*, and *still* ◆ Modals used in polite requests ◆ Phrasal verbs (4)	◆ Evaluating the agent ◆ Building relationships ◆ Showing empathy
Unit 8 **Thinking aloud and building solidarity** *Pages 81–89*	◆ Connecting to the Internet	◆ Modals of ability ◆ Using the first conditional for instructions	◆ Thinking aloud professionally ◆ Building solidarity through the pronouns *we* and *us*
Unit 9 **Keeping control of an aggressive call** *Pages 90–100*	◆ Insurance policy complaint	◆ Expressing regret ◆ Making comparisons ◆ Idioms and phrasal verbs	◆ Keeping control of an aggressive call ◆ Sounding "robotic"
Unit 10 **Dealing with sarcasm** *Pages 101–110*	◆ Invoice in the wrong name	◆ Conditional sentence rules – and how to break them ◆ Modals with several functional meanings ◆ Active and passive forms ◆ American idioms (3)	◆ Dealing with conflict ◆ Responding to sarcasm

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D **Pronunciation**	E **Read and explain**	F **Intercultural matters**	G **Role-play**	
- Rising intonation - Falling intonation - Syllabus stress - Consonant clusters	- Franchise information	- Geography of the United States - Retirement in the United States	- Explaining to a prospective franchisee	**SELF EVALUATION**
- Contractions - /s/ or /z/	- Animal colic	- American farming and ranch culture - Customer expectations: "thinking outside the box"	- Deciding whether to give a refund	
- Connected speech	- How to use a hands-free headset	- Cultural differences - Stereotypes - Public and private information - Gathering private information	- Helping a caller set up an Internet connection	
- Understanding and using intonation to express emotions	- Canceling the Axe Credit Card	- Money matters in American culture - Taking responsibility and understanding blame and accountability	- Deciding whether to escalate	
- Silent consonants - Silent syllables	- Guide to choosing a first camera	- Higher education - Family ties	- Deciding whether to replace a customer's defective equipment	
- Word stress and meaning (1)	- Summarizing a letter of complaint	- Humor - Friendly or furious? (understanding sarcasm) - Responding to humor	- Dealing with an angry caller	
- Differentiating vowel sounds (1)	- Getting a visa	- Litigation and compensation culture - Dealing with customer dissatisfaction	- Sorting out the problems of a dissatisfied customer	
- Intonation when giving instructions - Intonation and context	- Giving information about an IT company	- Diagnosing self-reliant customers - Self-empowerment culture	- Giving a caller technical instructions	
- Word stress and meaning (2)	- Giving information about making a car insurance claim	- Direct answers to direct questions - Saying *no*	- Regaining the trust of an angry caller	
- Differentiating vowel sounds (2)	- Retelling a story	- Women's independence - Multiculturalism and the American Dream	- Apologizing and regaining a caller's trust	