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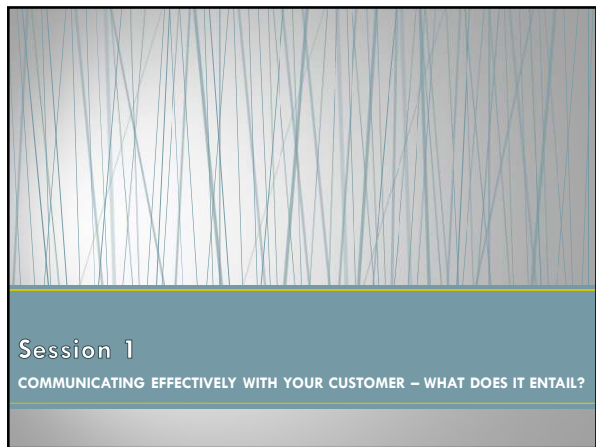
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### What is communication?

- Art of transmitting
  - Information
  - Ideas
  - Attitudes from one person to another
- Process of meaningful interaction among human beings



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### What is effective communication?

- Two way
- Involves active listening
- Reflects accountability of speaker and listener
- Utilizes feedback
- Articulate
- Achieves one goal or more goals of communication

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### Communication goals



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### Why is effective communication important?

- We rely on Communication for everything
  - Have you ever...
    - received appreciation?
    - provided information?
    - received a pat at the back for excellent performance?
    - smiled back at someone in response to a smile?
    - answered a telephone call?
    - written a report or letter?

All these can only be achieved through COMMUNICATION

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### Why is effective communication important?

- Communication creates an image about
  - You
  - Your office
  - Your institution
- Excellent communication can build positive and long lasting relationships



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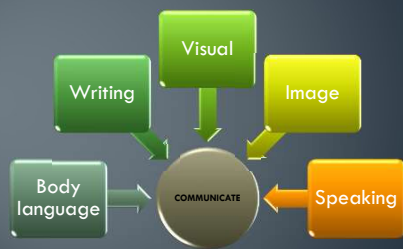
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### Most common ways to communicate



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### Key components of effective communication - sending messages

<b>Verbal Messages</b>	The words we choose or use
	Brief, succinct, organized, free of jargon, and do not create resistance in listener
<b>Para-verbal Messages</b>	How we speak the words
	Messages we transmit through tone, pitch, and pacing of our voices
<b>Nonverbal Messages</b>	Our body language
	Primary way we communicate - emotions, facial expression, postures, and gestures

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### Key components of effective communication-receiving messages

• Receiving messages requires

<b>Active listening</b> • Involves concentration and energy • Involves psychological connection with speaker • Includes desire and willingness to see things from another's perspective • Requires we suspend judgment and evaluation	<b>Verbal</b> • Paying attention to words and feelings being expressed • Maintaining eye contact • Body awareness through use of gestures and responsive expressions	<b>Non verbal</b> • Giving full physical attention to speaker • Being aware of speaker's nonverbal messages
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### Other components of effective communication

<b>Rate of Speech</b>	Faster rate of speech can indicate anger or impatience Slower rate of speech can indicate fatigue and disinterest
<b>Tone</b>	85% of verbal communication happens through tone or attitude
<b>Choice of Words</b>	Be clear and concise; do not repeat sentences more than twice unless asked Ensure proper sentence formation with correct tense and grammar

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### Components of effective communication

- Formulating sentences well
- Using eloquent words
- Being succinct or funny

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### Barriers to communication

- Language
- Values and beliefs
- Gender and age
- Economic status
- Educational level
- Physical barriers
- Attitude
- Timing
- Understanding of message
- Trust



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### Session 2

FACE TO FACE COMMUNICATION WITH THE CUSTOMER

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### Face-to-face communication



Most customers prefer face to face communication because it is the most effective

- Basic factors in face-to-face communication:
  - words 7% of impact
  - tone of voice 38% of impact
  - body language 55% of impact

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### Benefits of face-to-face

- Opens two-way communication
- Allows for immediate response to
  - Questions
  - Misinterpretations
  - Feedback
- Takes advantage of voice and body language to deepen understanding of what is being communicated



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### When to use face-to-face

- Face to face is used:
  - when you need to share/give information that will affect the customer
  - when the information being communicated needs immediate attention
  - when you have to answer questions directly and immediately

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### The Dos of face-to-face

- DO
  - Give your undivided attention
    - listen
      - really listen
      - give full attention
  - Give honest, direct, and comprehensive information
  - Treat your customer's ideas and concerns critically and seriously

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### The Don'ts of face-to-face

- DON'T
  - Tell "what"
    - do tell
      - "why, how, and the larger picture"
  - Make conversation one-way
    - do invite responses -- discuss and debate
  - Answer phone or take a call when with a customer

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### The Don'ts of face-to-face

- DON'T
  - Wait too long to ask for or give feedback
    - gather information immediately
  - Hold back bad news
    - treat people as intelligent adults, they want to hear the truth

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**Slide 20**

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**JD21** do invite responses with open ended questions  
Janet Dodson, 3/5/2019



### Having a meeting with your customer?

1. Make an agenda and stick to it
  - Provide prior to the meeting
2. Be clear about the reasons for and goals of the meeting
3. Watch the time and stick to agenda
4. Add humor, allow for laughter, have fun
  - It leads to a much more productive meeting

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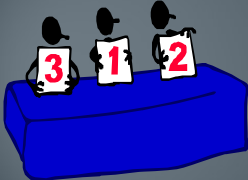
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### Meeting "killers" -- why meetings fail



- Poor preparation
- Ignored agenda
- Poor time management
- Lack of participation
- Strong personalities
- Lack of humor and fun
- No/poor closing

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Session 3  
COMMUNICATING WITH THE CUSTOMER BY TELEPHONE

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### Making A Good Impression

- Think of the telephone as the office reception
- Every call is a performance and you have a new audience every performance
- Have an objective in mind before you answer the phone
- Speak with enthusiasm, as if speaking to a friend
  - Use inflection in your voice, lower the pitch
- Smiling is the one type of 'body language' which translates well on the phone

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### Answering the Call

- Ensure not to bang the receiver into anything when picking up the call
- Answer the call within as few rings as possible
- Speak clearly
  - Identify yourself
  - Identify your office

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### Answering the Call

- Mind Your Manners!
  - Don't grab a ringing phone
    - it shows impatience and lack of interest in the customer
    - and other customers may be watching you...
  - Don't bang down the receiver
  - Don't stop in the middle of a conversation to ask a colleague a question
  - Don't multi-task while talking on the telephone



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### Answering the Call

- Mind Your Manners!
  - Don't make comments about your callers to other staff - sooner or later another customer will hear you!
  - Never, ever talk about customers in a derogatory manner



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### Answering the Call

- Speak clearly, use the customer's name if you have it
- Let them 'hear' you smile
- Provide information, especially numbers, slowly so the customer can write it down
  - Offer to repeat the number
- Ask if there's anything else you can help with
- Remember these are real people even though you can't see them

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### Answering the Call

- When you don't know the answer...
  - If you don't know, be honest
    - say "I don't know but I will find the answer for you"
  - Ask if you may put caller on hold or take his number and promise to call back
- When an absent colleague will know the answer...
  - Always keep the customer informed as to what you are doing
  - Explain how you are going to find out the information
    - if necessary, tell the customer when you will call him back
  - Never use negative language i.e., "um, er, I haven't a clue," "that's not my job"
  - People are usually patient about waiting for an answer if they know it will be the RIGHT answer



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### Answering the Call

- Answering Two Calls
  - If you are on a long call and another line/two lines are ringing...
- If another line rings persistently
  - see if another colleague can answer call
  - ask the person you are speaking to if they mind if you answer the other telephone
    - politely explain to the second caller that you are busy with another customer - take their details and promise to call them back as soon as possible
  - go straight back to first caller
    - apologize for the interruption
    - thank the first caller for their patience
- REMEMBER to call back the second customer and apologize for the delay



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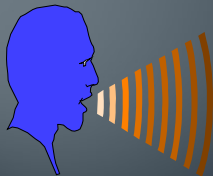
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### Voice Tips

- Vary your tone
  - It makes it more pleasant to listen to you
  - You don't sound monotonous
- Emphasize important words
- Use the 'dramatic' pause – i.e., pause after important points



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### Angry Callers - The ASAP technique

- Acknowledge the person's feelings and apologize
- Sympathize
- Accept 100% responsibility for the call
- Prepare to help
  - Present a willing attitude
- Remember the customer isn't angry with you!
  - Don't take their hostility personally



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### At the end of the call

- Summarize
- State what action you are taking
- Use customer's name if you have it
- Ask if there's anything else you can do
- Say thank you
- Say good-bye
- If possible, let customer hang up first

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### Session 4

WRITTEN COMMUNICATION WITH THE CUSTOMER

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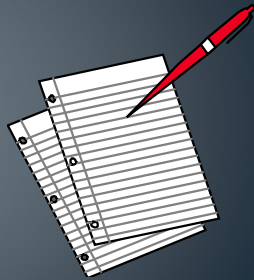
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### Written communication

- Reports
- Letters
- Newsletters
- Handwritten notes



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### Benefits of written communication

- Creates permanent record
- Allows you to store information for future reference
- Easily distributed
- All recipients receive the same information
- Necessary for legal and binding documentation

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### The Challenges

- May seem extremely formal
- Must be
  - Well written
  - Straightforward
  - Concise
- Written communications are usually not read right away

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### DOs and DON'Ts (written)

- DO realize it is not read as soon as it is received
- DO make sure that there is enough time
  - To prepare and send
  - For recipient to receive and digest
- DO assess writing skills
  - If poor, get help

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**Dos and Don'ts...**

- DO outline key points before producing draft
- DO always write draft
  - Reduce all unnecessary language
  - Be brief
- DO proofread very carefully
  - Ask a colleague to proofread

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**Dos and Don'ts...**

- DON'T use this form of communication if writing is full of errors
- DON'T use if communication is time sensitive
  - use email

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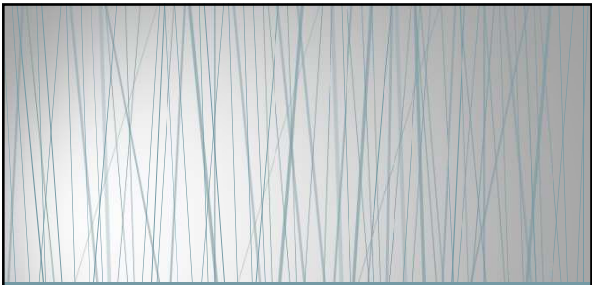
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**Session 5**  
HAS YOUR COMMUNICATION BEEN EFFECTIVE?

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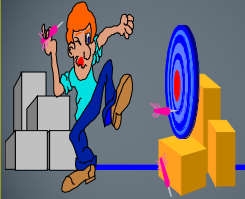
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### Have you hit your target?



Make it:  
clear  
brief  
concise

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### How can I check if my customer understands?

- Ask questions
- Use pauses
- Spell out difficult words
- Don't speak too quickly or use idioms
- Elaborate if using acronyms
- Summarize the information given at end of conversation

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### How do you ensure YOU understand?

- Concentrate
  - Avoid listening to other nearby conversations
- Hold your tongue
  - Don't ASSUME you know what the customer wants and don't jump to conclusions
- Don't interrupt
- Ask questions and use conversation cues

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### Recap

- Identified key components of effective communication
- Noted dos and don'ts of
  - Face to face communication
  - Telephone communication
  - Written communication
- Learned how to determine if your communication has been effective

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### Brought you by

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