Contact US!: Call Center English Skills (Coursebook)

By Jane Lockwood & Hayley McCarthy

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:...

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Reviews

Very useful to any or all group of folks. It really is rally interesting throgh reading through period of time. Once you begin to read the book, it is extremely difficult to leave it before concluding.
-- Mrs. Dorris Wintheiser

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