

TELEPHONIC COMMUNICATION

GOLDEN RULES FOR TELEPHONE HANDLING

- ❖ Get organized- keep pencil and paper ready.
- ❖ Always answer pleasantly and with greeting (the time of the day)
- ❖ Answer all calls courteously.
- ❖ Answer all calls promptly (within three rings)
- ❖ Identify your establishment.
- ❖ Identify your department.
- ❖ Identify yourself (your name).
- ❖ Ask caller's identity and need.

When speaking on phone, you should realize that the caller is going to form an image of the establishment in his mind from the conversation. You must therefore:

- ❖ Be polite and helpful.
- ❖ Voice should be modulated, tone friendly, interested, helpful, cheerful and concerned.
- ❖ Speak clearly and slowly and distinctly.
- ❖ Do not use technical or unfamiliar terms.
- ❖ Listen attentively.
- ❖ Make notes; write clearly. Summarise the key points of conversation (if possible).
- ❖ Repeat the information to confirm the correctness of the information.
- ❖ Never interrupt the caller.
- ❖ Transfer the call courteously.
- ❖ Inform the caller courteously that you are transferring his/her call.

DIFFERENT SITUATIONS WHILE USING TELEPHONE

There are following key stages in using a telephone:

- ❖ Answering external calls
- ❖ Holding calls

- ❖ Taking messages
- ❖ Making outgoing calls

ANSWERING EXTERNAL CALLS

- While answering call follow the following guidelines:
 - ❖ Greeting the guest (according to time of the day)
 - ❖ Announce hotel's name, operator's name and department and ask for assistance.

“ Good Morning, thank you for calling the TAJ Hotel. This is John Speaking from reservations. How may I assist you?”

- When speaking on phone, you should realize that the caller is going to form an image of the establishment in his mind from the conversation. You must therefore:
 - Be polite and helpful.
 - Speak clearly and slowly.
 - Do not use technical or unfamiliar terms.
 - Listen attentively.
 - Ascertain caller's name and use it.
 - Make notes if necessary.
 - Inform the caller you propose you take.
 - Take the action you have promised.

TRANSFERRING CALLS

- After understanding the caller's need you should decide whether to transfer the call or not. For this you should be aware of the duties and responsibilities of the various employees of different section of the hotel.

REMEMBER

- ❖ Advise the caller that you are transferring the call.
- ❖ Inform the caller about the name of the person whom his call will be transferring.

- ❖ Call the required extension number.
- ❖ Advise the person briefly about caller's name and nature of enquiry.
- ❖ Make the connection.
- ❖ If the extension is busy:
- ❖ Return to the caller and tell the situation.
- ❖ Ask if the caller wishes to hold or call back later.
- ❖ If there is a request for return call, ask for caller's contact number & good time to call.
- ❖ Avoid leaving the caller unattended for long period of time.

HOLDING CALLS

- If the caller is being "put on hold" you should:
 - ❖ Advise the caller that you are putting his or her call on hold.
 - ❖ Check frequently that they wish to remain online.
 - ❖ Monitor the busy extension.
 - ❖ Inform the caller that you are transferring the call by announcing: I am connecting you now, Mr./Ms. _____.

TAKING MESSAGES

- In situations when individuals are not contactable, it is necessary to take messages and transmit them to concerned person. While taking messages, you must:
 - ❖ Write the date.
 - ❖ Write the name and contact number of the person to be contacted
 - ❖ Note the time and name of the caller.
 - ❖ Note the contact no. of the caller.
 - ❖ Write the brief description of the nature of the call.

MAKING OUTGOING CALLS

- The same rules apply to making calls as receiving calls with regard to politeness, tone of voice, words used etc. You must remember the following information:
 - ❖ Be sure you have the correct number.
 - ❖ Be sure you know the name of the person to whom you want to talk.
 - ❖ Be sure you know the specific questions you want to ask. Jot them down on your telephone pad.
 - ❖ For a long distance call be sure to mention the place of call e.g. “This is a call from New Delhi” so that other party realizes that it is relatively urgent and expensive.

A FEW DON'TS IN TELEPHONE HANDLING

- ❖ Don't answer the phone with “Hello”.
- ❖ Don't leave the line 'open' while you are talking to someone else- your caller may hear something confidential or insulting to him.
- ❖ Never argue with the caller.
- ❖ Don't eat, drink, chew or smoke while talking on the phone.
- ❖ Don't end a call without a pleasant close.