

職業英語（客戶應對技巧）證書（兼讀制）
Certificate in Workplace English (Customer Interactive Skills) (Part-time)

- Target Trainees:** Trainees who wish to improve their English communication skills to interact with customers in the workplace, for enhancing their competitiveness and employment sustainability.
- Course Objectives:** This course aims at developing customer interactive skills of English learners of intermediate level in the workplace.
- Entry Requirements:**
- Form Six ; or Form Five with at least two years' working experience ; and pass the entry test ; or
 - Holder of “Foundation Certificate in Workplace English (Listening & Speaking) II (Part-time)” of ERB, or equivalent
- Course Duration:** 45 hours
- Teaching and Learning Activities:** Lecture, discussion, role play
- Graduation Criteria:** Trainees will be awarded the certificate if they have fulfilled the following course requirements:
- i. Attain an attendance of 80% or above; and
 - ii. Pass the overall assessment; and
 - iii. Pass the final examination.

Training Content:

Module	Content	Training Hours
I. Effective communication skills for face-to-face or telephone interactions	1. Greeting <ul style="list-style-type: none"> a. First impressions b. Verbal symbols c. Non-verbal signals <ul style="list-style-type: none"> i. Facial expressions and posture ii. Other body language iii. Voice quality d. Useful expressions of greeting/welcoming customers 	7
	2. Responding to customers' enquiries / giving routine replies <ul style="list-style-type: none"> a. Identify and take notes of the main ideas and specific details b. Provide information <ul style="list-style-type: none"> i. Introduce products or services ii. Introduce procedures or policies iii. Demonstrate products or services using graphics c. Give and ask for clarification d. Situational dialogues / Role play e. Use polite and appropriate language 	13
	3. Handling complaints <ul style="list-style-type: none"> a. Listen to and acknowledge customers' concern <ul style="list-style-type: none"> i. Identify and take notes for the facts and the details ii. Understand the emotion and intention of the speakers b. Explain the situation or introduce the company's policy c. Give and ask for clarification d. Situational dialogues / Role play e. Discuss the viable options f. Tips on handling unreasonable/ difficult complainants g. Use polite and appropriate language 	13

Module	Content	Training Hours
	4. Closing the conversation appropriately <ul style="list-style-type: none"> a. Express thanks b. Apologize (if an error has been made) c. Offer solutions / suggestions d. Offer the compensation according to the company's policy 	7
	5. Follow-up actions <ul style="list-style-type: none"> a. Make follow-up call(s) or issue follow-up letter(s) or email(s) b. Refer the enquiries to the corresponding colleagues or departments c. Evaluate the case 	5
II. Course Assessment	1. Final Oral Examination*	--
Total :		45

* Final Oral Examination is not included in training hours. The Final Oral Examination lasts for 15 minutes, including 5 minutes preparation time, for each trainee. Training Bodies should arrange all trainees to complete their first attempt of the Final Oral Examination within 7 working days upon course completion.

Assessments:

1. Continuous assessment (60%): Speaking assessment & Class practice and assignments
2. Final examination (40%): Oral Examination

Remarks:

1. Training materials are provided in English only.

[The content of this course outline would be updated in accordance with the comments received from HKCAAVQ, amendments made in relevant legislation, license or industry certification requirements. The latest version of the course outline published by Employees Retraining Board shall prevail.]