

**CAREER
PATHS**

Call Centers

Virginia Evans
Jenny Dooley
Sarah Miranda



Express Publishing

**CAREER
PATHS**

Call Centers

Book

1

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Call Center Layout	Employee handbook	aisle, break room, conference room, common area, cubicle, fire exit, open plan, reception, security, workstation	Giving directions
2	Tools & Equipment	Email	calculator, computer, display monitor, headset, keyboard, mouse, notepad, phone, terminal, whiteboard	Estimating time
3	Work Hours	Memo	24-hour, break, daytime, evening, full-time, graveyard, morning, overtime, part-time, shift, weekend	Expressing a preference
4	Qualities of a Representative	Brochure	enthusiastic, friendly, honest, knowledgeable, patient, polite, professional, responsible, sense of humor, sensible	Expressing an opinion
5	Skills 1	Résumé	adapt, call control, conflict resolution, conversation, listening, literacy, multitasking, problem-solving, speaking, type	Expressing concern
6	Skills 2	Job listing	address, coordinate, develop, leadership, manage, organize, supervisor, support, team, teamwork	Asking for more information
7	Basic Actions	Guide	answer, call, dial, direct, hang up, hold, mute, reach, release, return	Identifying an error
8	Phone Communication 1	Magazine article	articulate, body language, communication, face-to-face, intonation, minimize, miscommunication, mumble, stress, volume	Giving a reminder
9	Phone Communication 2	Email	address, courtesy, dead air, empathy, interrupt, jargon, overload, personalize, positive, professionalism, rapport	Expressing contrast
10	Leaving Messages	Memo	brief, call back, call back number, identify, leave, message, regarding, repeat, unavailable, voicemail	Making an apology
11	Transfers	Training manual	check in, cold, conference call, department, expectation, extension, introduce, on hold, on the line, transfer, warm	Stressing a point
12	Taking Payments	Webpage	APO, balance, confirmation number, credit card, debit card, electronic check, gift card, grace period, late fee, service fee	Making a suggestion
13	Call Types	Cover letter	account maintenance, advice, billing, call, complaint, customer service, inbound, order, outbound, sales, tech support, transaction	Expressing doubt
14	Answering Services	Advertisement	after-hours, answering service, appointment, dispatch, live response, overflow, receptionist, redirect, screen, workload	Making a recommendation
15	Training	Course description	classroom, demonstrate, e-learning, modular, on-the-job, practice, role play, simulation, test, webinar	Changing your mind

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Conversation Cycle 1	Training manual	acknowledge, balance, checking question, closed question, conversation cycle, inform, invite, leading question, listen, open question, repetition, verbal nod	Pointing out a misconception
2	Conversation Cycle 2	Email	agreement, closing, complete, detail, disconnect, double-check, personal, reassure, resolve, review, summarize	Giving a reminder
3	Inbound Calls: Customer Service	Webpage	account, customer service, decision, guide, inquiry, issue, link, process, request, research, service, support	Giving reassurance
4	Inbound Calls: Tech Support 1	Brochure	appliance, electronic, hardware, mechanical, mobile, problem, software, solution, system, technician, technology, tech support, warranty	Confirming information
5	Inbound Calls: Tech Support 2	Email	advanced, analyze, basic, broken, defective, diagnostic, error message, malfunction, replace, reproduce, tier, troubleshoot, user error	Asking for details
6	Outbound Calls: Sales 1	Job listing	appointment, cold call, commission, generate, lead, persuade, purchase, salesperson, sell, solicit, telemarketing	Describing work experience
7	Outbound Calls: Sales 2	Article	close, contact, cross-sell, influence, negotiate, offer, pitch, price, resistance, trust, upsell, value	Making a suggestion
8	Outbound Calls: Collections	Letter	agency, collections, credit score, debtor, delinquent, in-house, legal, overdue, payment arrangement, service interruption, third-party	Discussing options
9	Technology 1	Advertisement	ACD, ANI, callback, CTI, DNIS, EWT, queue, route, routing strategy, screen pop, threshold, virtual queuing	Showing interest
10	Technology 2	Company webpage	authenticate, automated, directed dialogue, DTMF, efficient, IVR, keypad, menu, natural language dialogue, prompt, selection, self-serve, speech recognition	Expressing sympathy
11	Metrics	Article	abandonment, ACPD, after-call work, AHT, available time, CPC, CSAT, FCR, hold time, KPI, survey, UOT	Describing results
12	Performance Evaluation	Employee evaluation	coach, evaluate, feedback, monitor, one-on-one, opportunity, real work situation, remote, self-assessment, session, side-by-side, strength, target	Showing understanding
13	Performance Incentives	Poster	appreciation, award, bonus, contest, hard work, incentive, motivate, pay off, prize, raffle, reward, spiff	Expressing hope
14	Scheduling 1	Webpage	cross-trained, forecasting, intraday management, overstaffing, peak, service level, shrinkage, staffing, traffic, understaffing, volume	Giving a warning
15	Scheduling 2	Training manual	advance, blackout day, differential, disability leave, flex, holiday, make up, PTO, schedule, shift bid, sick leave, trade, unpaid, vacation	Making an offer

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Time Management	Memo	adherence, compliance, early, late, meeting, offline time, on time, percentage, sign off, sign on, unpredictable, WFM	Asking for advice
2	Language Barriers	Article	accent, accent reduction, dialect, disparity, fluent, foreign, global, idiom, interpreter, language barrier, misunderstanding, multilingual, translate	Agreeing with a suggestion
3	Handling Angry Customers	Report	aggravate, apologize, assurance, blame, calm down, circumstance, complain, deescalate, empathize, escalate, frustration, irate, rectify, vent	Making an apology
4	Handling Difficult Customers	Training manual	abusive, approach, chatty, considerate, impatient, inappropriate, intoxicated, irrelevant, lonely, over-familiar, terminate, threatening	Giving a reminder
5	Handling Unusual Situations	Poster	accident, calm, crash, down, dropped, emergency, emergency service, help, medical, outage, reception, unexpected, urgent	Providing reassurance
6	Customer Relationship Management	Advertisement	campaign, CRM, database, efficiency, history, match, offering, organized, parameter, remind, retention, streamline, target	Expressing uncertainty
7	Customer Satisfaction Survey	Survey	compile, conduct, experience, implement, improve, likely, loyalty, random, recommend, satisfaction, score, suggestion	Making a generalization
8	Customer Privacy	Email	confidential, disclose, fraudulent, identity, password, personal data, phishing, pretexting, privacy, security question, social engineering, verification	Making suggestions
9	Online Support 1	Webpage	chat room, instant message, interactive, live chat, forum, moderator, online agent, post, proactive, reactive, real-time, user, VoIP	Reacting to good news
10	Online Support 2	Job description	auto-response, contact center, distribution, email, ERM, FAQ, FER, follow-up, integrated, personalized, rapid, response time, template	Asking about experience
11	Managing Stress	Brochure	anxiety, burnout, compartmentalize, cope, deep breath, exhaustion, let go of, overwhelmed, pressure, relax, rude, stress, turnover, workload	Describing feelings
12	Health	Article	diet, ergonomics, exercise, eyestrain, fitness, focus, healthy, heart disease, obesity, physical, posture, sedentary, work out	Making an admission
13	Outsourcing	Email	affordable, communication training, concentrate, cross-cultural, cultural sensitivity, labor costs, offshoring, outsourcing, relate, salary, skilled, tax break	Asking for an opinion
14	Management	Course description	control, coordination, development, morale, motivation, oversee, planning, progress, promotion, responsibility, standard, supervise	Describing skills and traits
15	Careers	Webpage	agent, analyst, coach, HR, IT, representative, resource management, senior manager, shift manager, specialist, supervisor, team leader, trainer	Expressing surprise

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3 Work Hours

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some different office shifts?
- 2 What do representatives take during shifts?

memo

From:	j.knorr@ccccalling.com
To:	All employees
Subject:	Changes in Shifts and Hours



Hello everyone,

As you know, our schedule is changing. We will become a **24-hour** call center next week. There will be some major changes to your hours. Currently, you all work **morning** and **daytime** shifts. We will now fill shifts for all hours. We need volunteers to work **evening shifts**, **graveyard** shifts, and **weekend** shifts.

We encourage **part-time** employees to become **full-time** employees. Talk to your supervisor if you are interested. These new shifts provide many opportunities for **overtime**. The length and frequency of **breaks** remains the same, regardless of shift.

Please see your supervisor if you have any questions.

Jeff Knorr, C.E.O.



24
hour
Call Center

daytime
evening
break

graveyard

Reading

2 Read the memo. Then, choose the correct answers.

- 1 What is the purpose of the memo?
A to instruct employees about recording shifts on time cards
B to assign shifts to new employees
C to explain the benefits of working a particular shift
D to talk about shift changes in a call center
- 2 Which of the following is NOT a shift that the company needs volunteers for?
A weekend C evening
B graveyard D morning
- 3 What should part-time employees do to become full-time employees?
A volunteer for a daytime shift
B write an email to human resources
C talk to their supervisors
D call the C.E.O.

Vocabulary

3 Fill in the blanks with the correct words from the word bank.

Word BANK

24-hour break evening morning
overtime shift weekend

- 1 Greg enjoyed working the _____ shift so he could stay home with his kids during the week.
- 2 Because Cynthia worked the _____ shift, she used her break to eat dinner.
- 3 The _____ call center offered employees shifts at all hours of the day.
- 4 Working a(n) _____ shift is a good opportunity for people who wake up early.
- 5 Employees are typically paid extra for working _____.
- 6 Employees can use their _____ to eat or socialize.
- 7 Employees typically work a set number of hours known as a(n) _____.

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 daytime / graveyard

- A The _____ shift can be difficult at the beginning.
 B A _____ shift typically falls between 8 a.m. and 5 p.m.

2 full-time / part-time

- A Anita was able to work _____ while she was in school.
 B Oscar worked _____ to support his family.

5 Listen and read the memo again. What changes will be made to employees' hours in the coming weeks?

Listening

6 Listen to a conversation between two representatives. Mark the following statements as true (T) or false (F).

- 1 ___ The woman is unhappy with the changes at the call center.
 2 ___ The woman recently worked many overtime hours.
 3 ___ The woman enjoys working graveyard shifts.

7 Listen again and complete the conversation.

Representative 1: What do you think of 1 _____ to the schedules?

Representative 2: I was worried at first, but it actually hasn't been so bad.

Representative 1: Really? I thought they were making you work a lot of 2 _____.

Representative 2: They are. And it's been great.

Representative 1: Personally, I'd much rather just do my hours 3 _____.

Representative 2: It's really nice to have that 4 _____ coming in, though.

Representative 1: I guess that's true. At least they didn't 5 _____ the graveyard shift.

Representative 2: Yeah, I really prefer the 6 _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What do you think of ...?
Personally, I'd much rather ...
It's good to ...

Student A: You are a representative. Talk to Student B about:

- schedule changes
- what hours he or she has been working
- how he or she feels about working different shifts

Student B: You are a representative. Talk to Student A about working different shifts.

Writing

9 Use the memo and the conversation from Task 8 to complete the memo.

memo to All Employees

Because we are now a _____ call center, we are looking for employees to work the _____ shifts. We are also looking for employees who currently work _____ shifts to switch to _____ shifts. This memo is for _____ employees only.

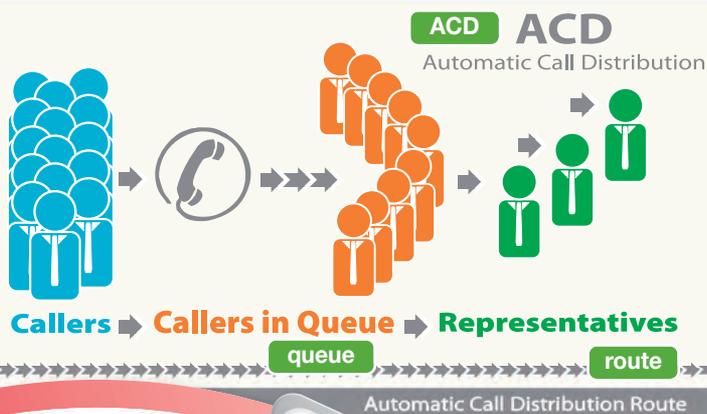


9 Technology 1

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What function identifies incoming calls?
- 2 Where are customers' calls placed when lines are busy?



Telzym

Introduces
Combined
ACD/CTI
software!

ALL
NEW

A synchronized call center is more efficient and less stressful. Telzym Combined improves customer and employee satisfaction rates. Simultaneously handle automatic call distribution (ACD) and computer telephony integration (CTI) with Telzym. Experience total synchronization and unparalleled efficiency.

Telzym Combined ACD/CTI software has standard ANI (automatic number identification) and DNIS (dialed number identification service). ACD routes calls to your agents and CTI ensures synchronization. Routing strategies are 100% customizable to suit your needs. Large, legible screen pops appear instantly with absolutely zero lag. Never again will agents have to wait for customer information.

In addition to standard features, Telzym Combined introduces virtual queuing. If EWT (estimated wait time) passes a set threshold, callers can request a callback. An electronic marker will reserve their place in the queue. Callers may then hang up the phone. A screen pop will notify the agent that the system is making a callback. Everything is automated, and agents can handle calls as usual. Telzym Combined is the ultimate call center solution!

Telzym

screen pop

Reading

2 Read the advertisement. Then, choose the correct answers.

- 1 What is the advertisement mostly about?
 - A which call routing programs are available at a discount
 - B why the new software is better than the competitor's software
 - C when the virtual queuing feature will be available in older versions
 - D how the new software improves a customer's experience
- 2 Which is NOT a feature of the software?
 - A customizable detail in screen pops
 - B customizable routing strategies
 - C virtual queuing with set EWT thresholds
 - D automated callbacks
- 3 When can callers opt to receive a callback?
 - A after explaining the call to an agent
 - B when EWT exceeds a certain threshold
 - C after the call is processed by the ACD
 - D any time after ANI has identified the caller

Vocabulary

3 Match the words or phrases (1-8) with the definitions (A-H).

- | | | | | | |
|---|-----|---|-------|---|------------------|
| 1 | ANI | 4 | ACD | 7 | virtual queuing |
| 2 | CTI | 5 | DNIS | 8 | routing strategy |
| 3 | EWT | 6 | route | | |

- A the approximate length of time customers must wait on hold
- B a system in which customers receive a callback instead of waiting on hold
- C a function that displays the caller's phone number
- D a function that identifies what number the caller dialed
- E to send a call to a particular person or department
- F instructions for a call distributor on how to route different calls
- G a system that automatically routes incoming calls
- H a system for synchronizing computers and telephones

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 queue / screen pop

- A The representative couldn't read the _____ with the customer's information.
 B Customers were left on hold due to a problem with the _____.

2 threshold / callback

- A When wait time reaches a certain _____, the customer can receive a call later instead.
 B Most people prefer a _____ to waiting on hold.

5 Listen and read the advertisement again. Why should screen pops appear promptly?

Listening

6 Listen to a conversation between a technician and a call center director. Mark the following statements as true (T) or false (F).

- 1 ___ The new software will reduce customers' wait time.
 2 ___ Customers can now choose to wait on hold or receive a callback.
 3 ___ The purpose of the software is to improve routing strategies.

7 Listen again and complete the conversation.

Technician: You're going to love this new **1** _____. It's really advanced.

Director: **2** _____. Is it better than what we had before?

Technician: Much better. Customers will love it.

Director: That's good. What kind of features does it have?

Technician: Well, for one thing, it has **3** _____.

Director: That sounds interesting. How does it work?

Technician: Well, it means customers can get a **4** _____ instead of waiting on hold.

Director: That sounds good to me. But do they have to wait longer that way?

Technician: No, the wait time is the same. It doesn't matter if they stay on hold or hang up.

Director: I see. So, they can **5** _____ the phone and keep their place in the queue?

Technician: Exactly. It'll lead to a **6** _____ in customer satisfaction.

Director: Great! That's our goal.

Speaking

8 With a partner, act out the roles below based on Task 7. Then switch roles.

USE LANGUAGE SUCH AS:

You're going to ...

What kind of ...?

That sounds interesting.

Student A: You are a technician. Talk to Student B about:

- new software for your call center
- the features of the new software
- why the new software will be beneficial

Student B: You are a call center director. Talk to Student A about new software.

Writing

9 Use the advertisement and the conversation from Task 8 to fill out a company memo about the new ACD software.

From: Management
 To: All Staff

We recently installed new _____

One of the new features is _____

The benefit of this feature is _____

Other new features are _____

Glossary

- abusive** [ADJ-U4] If a person is **abusive**, he or she uses insulting and offensive language.
- accent** [N-COUNT-U2] An **accent** is a particular way that someone pronounces words, usually influenced by the country or region where he or she is from.
- accent reduction** [N-UNCOUNT-U2] **Accent reduction** is the process of minimizing a person's accent and applying another accent to his or her speech.
- accident** [N-COUNT-U5] An **accident** is an unexpected and unfortunate event.
- adherence** [N-UNCOUNT-U1] **Adherence** is a measurement of the percentage of time that employees are working when they are scheduled to be working.
- affordable** [ADJ-U13] If something is **affordable**, it costs an amount of money that someone can reasonably pay.
- agent** [N-COUNT-U15] An **agent**, also called a representative, is a worker who is employed by a company to transact business directly with customers.
- aggravate** [V-T-U3] To **aggravate** something is to increase the degree or severity of something bad.
- analyst** [N-COUNT-U15] An **analyst** is a worker who monitors or examines something to get more information about it or assess its quality.
- anxiety** [N-UNCOUNT-U11] **Anxiety** is a feeling of unease or fear in anticipation of future events.
- apologize** [V-I-U3] To **apologize** is to express regret for something, usually because it has upset someone.
- approach** [N-COUNT-U4] An **approach** is a strategy for interpreting or dealing with a situation.
- assurance** [N-COUNT-U3] An **assurance** is a statement that something will definitely happen.
- auto-response** [N-UNCOUNT-U10] **Auto-response** is an email response function that composes and sends an appropriate email response automatically based on templates and email keywords.
- blame** [V-T-U3] To **blame** someone is to believe or say that someone is responsible for the occurrence of something bad.
- burnout** [N-UNCOUNT-U11] **Burnout** is a state of exhaustion in which a person cannot continue normal work or activities.
- calm** [ADJ-U5] If someone is **calm**, he or she is not upset or angry.
- calm down** [V-I-U3] To **calm down** is to become less angry or forceful.
- campaign** [N-COUNT-U6] A **campaign** is an organized plan to achieve a particular goal.
- chat room** [N-COUNT-U9] A **chat room** is an online application in which multiple users may communicate with one another publicly via text.
- chatty** [ADJ-U4] If someone is **chatty**, he or she talks a lot.
- circumstance** [N-COUNT-U3] A **circumstance** is a state or occurrence that affects a situation.
- coach** [N-COUNT-U15] A **coach** is a worker who provides ongoing training and support to employees who are already working in a particular job.
- communication training** [N-UNCOUNT-U13] **Communication training** is the process of teaching someone effective communication strategies.
- compartmentalize** [V-T-U11] To **compartmentalize** something is to separate certain thoughts or feelings and reserve them for particular situations, such as thinking about work only while at work.
- compile** [V-T-U7] To **compile** information is to assemble it for interpretation or study.
- complain** [V-I-U3] To **complain** is to express dissatisfaction or unhappiness with something.
- compliance** [N-UNCOUNT-U1] **Compliance** is a measurement of how closely an employee follows his or her schedule, including the specific times that he or she signs in and out for various reasons.
- concentrate** [V-I-U13] To **concentrate** is to focus attention or effort on something.
- conduct** [V-T-U7] To **conduct** something is to organize or perform an action.



Call Centers

Career Paths: Call Centers is a new educational resource for call center professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: Call Centers** addresses topics including communications equipment, job opportunities, answering calls, tech support, and automated systems.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts.

The **audio CDs** contain all recorded material.



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