



Course Profile

Welcome Line

Welcome Line aims to help you provide excellent service when using telephone and e-mail as means of communication

Who is the course intended for?

Students and Members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, and retail

What will I gain from the day?

Ability to use the telephone and email professionally in a way that will positively impact on the business. Skills for communicating efficiently with customers, improving customer service and in doing so ensuring a more profitable business

Do I need previous skills & knowledge?

No

Course Method:

- Discussion Group
- Case Studies and activities

Assessment:

A short multi choice test to be held at the end of the day

Duration:

One Day

What does the course cover?

Preparation methods for communicating with customers by telephone:

- identifying environmental factors affecting location and use of the telephone
- understanding the key functions of your telephone system
- preparing for making and receiving calls
- identifying techniques for efficient customer call handling
- taking and passing on messages effectively

Communicating effectively with customers by telephone :

- identifying key requirements of effective speaking on the telephone
- listening actively on the telephone
- using a range of questioning techniques
- the principles of selling and marketing on the telephone
- handling complaints and difficult situations on the telephone effectively

Communicating effectively with customers by e-mail:

- identifying the main advantages and disadvantages of e-mail as a means of communication with customers
- using e-mail effectively

Further Information or booking:

[Gill Heighington](#)—Training Department
Tourism South East
40 Chamberlayne Road
Eastleigh, Hampshire
SO50 5JH

Tel: 023 8062 5533

Fax: 023 8062 0010

Email: trainingenquiries@tourismse.com