



FIELD STUDY ON USE OF ENGLISH IN TELECOMMUNICATINS CUSTOMER SERVICE WITH REFERENCE TO SELECT NETWORKS

Field Study Submitted to the Department of English, Government Arts and Science College, Arakkonam, Affiliated to Thiruvalluvar University, Serkadu, in Partial Fulfilment of the Requirements for the

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By

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DECLARATION

I, **MADHUMITHA.M** hereby declare that the Field Study on “**USE OF ENGLISH IN TELCOMMUNICATION CUSTOMER SERVICE WITH REFERENCE TO SELECT NETWORKS**” is my original work and that the study has not previously formed the basis for the award of any diploma, associateship, or any other similar title. It has not been submitted to any other university or institution for the award of any degree or diploma.

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CERTIFICATE

Certified that this project work entitled “**USE OF ENGLISH IN TELECOMMUNICATION CUSTOMER SERVICE WITH REFERENCE IN SELECT NETWORKS**”, is a bonafied record work done by **Mrs.M.MADHUMITHA**, during the period of his study under my supervision, and that has not previously formed the basis for the award of any research degree, diploma, associateship, fellowship, or any other similar title, and that it is an independent work of the candidate.

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Submitted for the Viva-Voce Examination on _____

Examiner_____

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TELECOMMUNICATION CUSTOMER SERVICE WITH REFERENCE TO SELECT NETWORKS

Introduction

In this fieldwork, I took the part or category, English Language, in the study on telecommunication customer service. Communication barriers are linked because language can get in the way of communication. This can also affect users even if English was their first language but this can be a barrier to communication, if the users may struggle from written or spoken communication due to a visual or hearing impairment. The way the barrier can be overcome is if the service providers understand that they have other types of information available in multi-languages large prints, audiocassette, sign language and or video and brail formats for the service users who struggle to communicate to the service provider because of their language differences or even they may suffer from a disability that may they need help to speak or write. Language barriers can affect the quality of customer service profoundly. If discrepancies are not eliminated to allow smooth flow of communication between the customers and the company, it can adversely affect customer satisfaction levels. Here are a few companies and support staff who are directly providing service to overcome the language barrier when communicating with customers. A scenario may arise where a customer only has a basic understanding of a particular language and might not be a well versed or fluent in it. The representative must speak slowly and with clarity. If the support staff is unable to comprehend what the customer

is saying, they should show patience and calm. The representative must try to gather as much information as possible in order to understand the need of the customer and provide service accordingly.

In order to avoid language barriers representatives must go out of their way to accommodate customers and make them feel comfortable while communication is being carried out. Service representatives could ask for repetition if something is not clear. In the same manner, it must be ensured that the customer have understood the information that is being relayed. This can be done by asking open – ended questions to check the understanding of the customer. Technical jargon should also be avoided, when communicating with customers. If abbreviations are being used, description should also be provided, as some customers might not be familiar with the terms. Additionally, companies can produce relevant literature in the form of brochures and pamphlets in different language to ensure all customers are able to access the information. Customer service agents are in continual conversation with consumers and they have a great insight into what the latest terms or words are that are used for their products and services. At the same time, they are consumers themselves, so have their own insight into the vocabulary that people actually use, rather than the names you use within the business. Focusing on language allows them to break down the barriers between their organization and its customers.

Preface of Study

When dealing with a business customer who does not speak English or does not know much of the language, they can overcome that customer language barrier. The way they talk to customer has a big impact on their brand, and nothing delivers customer satisfaction quite like consistently delightful communication. Positive language keeps the conversation moving forward and prevents accidental conflicts due to miscommunication. Work like cannot, will not, and did not – and phrases like “they have to” or “they need to” – are usually interpreted as negative.

Place of Study

Arakkonam, Chennai, Thirupatthur.

Research Tools

I took a sample interview.

Gathering statistics required for the study through questionnaire.

I gathered some techniques from the x-customer service staff.

Interviews and explanations, to fill the application.

To analyse their problems to speaking in English.

STATISTICAL COLLECTION

I recorded some Helpline phone calls.

Recording the status of language barriers and problems in 30 Trainees.

Interviewing the customer service staff and being registered.

Took some photographs with the different network staff.

ADVANTAGES OF ENGLISH IN CUSTOMER SERVICE

1. They will increase sales, more likely to purchase from brand of their website and product information.
2. A common sense advisory study shows that 74% of consumers are more likely to purchase again from the same brand if after – sales care was offered in their fluency and well clarity in English language.
3. Get access to a wider market. They might think that English might be widely spoken in all corners of the world. In truth, nearly 90% of consumers will not even consider buying from an English website if they do not speak and cannot read English.
4. Build brand loyalty and consumer trust. When they offer multilingual customer support, it also increases Brand Loyalty – because the customers known that there will be someone to understand them and their needs.
5. They will avoid miscommunication. They can express themselves more easily. They will not lose important bits of information in translation. They will remove the customer's anxiety of speaking another language.

DISADVANTAGES OF ENGLISH IN CUSTOMER SERVICE

1. They both get the misunderstanding and misinterpretations between people about the language.
2. Sometime the spontaneous disappear from the conversation when people have to communicate in English they are not entirely comfortable in.
3. If the servicers and customers do not use same language and words, there is no meaning to the communication.
4. The servicers who speak soft or in a small voice cannot be understood, the sender might be saying something whereas the receiver might understand something else.
5. Have a chance to scold or use bad words on the servicers, this might also be a cause of obstacle in communication.

Objectives of English Barriers

- To start speaking English as much as possible.
- To get an experienced tutor.
- To interact in English at every single day.
- To use resources made for their level.
- To work on their pronunciation.
- To learn phrases not words.
- To consider a big lifestyle change.
- To plan their conversation when they can.
- To learn early, do not focus too much on English Grammar.
- To make the most of Technology.
- To try some Karaoke.

THE BENEFITS OF ENGLISH LANGUAGE USING IN CUSTOMER CARE SERVICE

The English language plays a key role in increasing the sale rate of a company. It is not a secret that a company's sales rate can increase up to 75 percent only if a company mentions products in detail in the English language. A customer's satisfaction and interest become double if a brand offers after sales care in the customer's English language.

English language also helps the company access a broader market, approach more customers, and eventually increase sales. But, it is only possible if you communicate to a concerned market in the English language to shed off all communication barriers. Though English is an International language, many cross-border customers do not understand the English- Language website. Then they felt to converse in an unfamiliar language. Therefore, providing multilingual customer service and language interpretation options leads to good communication.

Language is a great source top builds brand loyalty and customer trust to connection between customer, seller, and brand. Therefore, if a customer knows that he cannot convey his needs to the seller appropriately, he starts losing his trust in brand. Dealing with the customer in his local language develops a comfort zone and increases the chance to win the customer's trust. Thus, there is a need to provide multilingual customer service since the customer will get an idea his requirements will properly entertain. Customer service language develops the long-term company and client relationships; therefore, using client-friendly language can deliver a great customer experience, so the customers are likely to return-again and again.

The customers usually contact customer service when they find any issue in a product or service. If, in any case, the customer is again not getting the language of the customer service, things will become messier, though. When the customer feels, due to miscommunication, things are not going according to his plan, he sends furious emails, yells on call, and shows dissatisfaction in the feedback.

It might be quite uncomfortable to be unable to communicate in a foreign language. In addition, it might create an emotional boundary between their business and potential customers. Suppose two companies sell similar products of comparable value and quality; still, a customer support agent of one company speaks native tongue, converses in their mother tongue, or even adds a culture reference. On the other hand, the other company does not deliver any of this service. We have come to know that multilingual customer service and speaking the clients' language is very important.

A customer service agent should use brand-related or the phrase. When the agent contacts the customer, the language should describe the business website, mobile app, and social media sites.

Brands can earn their customers' trust and loyalty while providing a fantastic experience by utilizing clear, consistent language with a positive tone and a person touch.

A brand's manager should keep guiding the service agent to do not take the problems personally. A manager should consider the problem that a person is sharing rather than feeling the words and attitude of the customer. A customer is often rude and annoyed, but the customer service provider should always show courtesy and patience to maintain the standard of the brand.

Positive language customer service plays an essential role in winning the customers' hearts, increasing sales, widening the business, and so on. Therefore, in this article, we have explained the importance of customer service language and the purpose of developing websites in multi-language. Furthermore, we have also recommended hiring a team that can speak multiple language to resolve the customer's queries promptly and efficiently. We have also stated the good customer service phrases that you can use to maintain professionalism.

CUSTOMER CARE SERVICE PHRASES TO USE

Customer care service matters a lot to make their customer happy and satisfied. There is a long list of good customer care service phrases that a customer service agent can use. Excellent customer service phrases, "Happy to help". When a depressed customer contacts the customer service department, the company must make the customer fully satisfied. Meanwhile, not every customer says that he is confident with the service. Thus, sending a closing message is essential as it gives an impression to customers that they are sincerely want to hear their issues. Therefore, you can end the conversation by sending "Let me know if I can help you in any other way." "I'm happy to help." They can also send any other courteous good-bye note!

"I appreciate you letting us know. Thank you." If a customer makes any complaint, consider that dozens of others are also going through the same, and probably they are not letting them know. The other way round, if they are resolving one customer's issue, they are also making dozens of others happier at the same time. That's a tremendous opportunity, indeed.

Therefore, you need to exert ultimate effort to develop positive interpersonal relationships with their customer. Be thankful their customer in all ways, if they give their feedback, say "thank you." If they report any bug, say "thank you." They have to make their customers realize that they are happy to receive their customers' complaints and try to serve them in all ways, regardless of how rude customers are.

Aside from the utmost effort and positive intentions, they are not always right! In some cases, if their reply is not helpful, many customers will not ask them to clarify or help them further. Therefore, they need to use a useful customer service phrases and give their customer a chance to inform them if anything is unresolved yet. Therefore, here they can use “Is there anything else I can help you with?”

They should be thankful to the customers who present a detailed note on the bug they have encountered. They are unsung heroes; indeed, as they give them one chance to control the quality of the product. Thus, in this case, the customer service provider must send an appreciating note: “Thanks so much for the heads up!” “Hey, I appreciate you have taken the time out to bring this to our attention!”

A friendly tone proves beneficial to go a long way in customer involvement; moreover, it makes the customer realize someone gentle, competent, and passionate is sitting at the other end of the screen. Use kind words to make the customer comfortable, such as, “nice to meet you!” or “It was a pleasure to serve you!”

CUSTOMER CARE SERVICE PHRASES TO AVOID

When a customer reports an issue, do not use negative remarks. Yes, many times, the customers become hasty and impulsive, but they need to have patience. Make their customers realize that they listen to their problem carefully and try to resolve it immediately. Using the phrase: “I don’t understand” is literally harmful to a company’s impression.

A customer who wants their help isn’t going to be happy about them telling them to “calm down.” This is like they are saying, “they are overacting” or “it does not matter to them.” In this way, the customer will interpret that their problem is not meaningful to them.

A customer service agent receives complaints from the customers that have nothing to do with the agent’s service. Yet, a service agent cannot ditch them by using harsh words like, ‘There’s nothing we can do.’

Customers do not like vague answers or guesses; they have to do with clear-cut answers. So, do not say I am not sure, or I guess.

Make sure- their client should not receive negative vibes from the customer service. They need to replace their statement with something decent and optimistic; avoid saying straight up ‘No!’ “I

am sorry, that's not what they are serving.” They are numerous sneaky yet encouraging statements that they can use situationally and timely.

READ ENGLISH OFTEN TO GET FLUENCY

1. Read, read, and read. The more, consume English content the more fluent they will become. It is not so difficult as well. They can get an English novel or a book and start reading the same or they can begin reading articles online.
2. They can begin to watch English channels and content. By watching them, they will be able to find the right pronunciations for many difficult words. It will also let them to see how spoken English is different from written English.
3. Try watching English news channels. It will make them fluent and adept at speaking English. They will start to speak with more clarity as they will listen and consume content that is more English.

USE A CALL CENTRE SCRIPT

1. While consuming English content will help them in learning better, it will take its time. For quick results, they should start using a call centre script or a set of phrases.
2. As a call centre agent, they will have to face different kinds of people. Each person will be new have a unique set of problems. They might be calling them for telemarketing purpose or they might be handling a technical issue.
3. In any case, a set of phrases will prepare for different scenarios. They will have a pre-determined response for every kind of message they receive. This will not only help them improve their grasp on English but it will also make them a better representative.
4. Phrases such as ‘I understand their situation’ or ‘A way to do that’ will let them handle a vast range of situations without losing the customer.

5. If they receive an angry customer and they starts yelling. A reply similar to, “I understand their situation and I will do everything possible to help them” will get the situation under control.

FORGET THE RULES

1. There are many differences between written and spoken English. One of them is regarding the grammar rules. In spoken English, some rules of grammar are forgotten for convenience. It does not apply to every grammar rule but only to some of them.
2. No problem, I understand. These are some sentences, which they can use freely while having a conversation. Short sentences sound natural. They do not have to speak every sentence with a definite Subject and Object.
3. Using don't is much better than 'do not' in spoken English. They can also use 'isn't or 'you're' whenever needed. These words don't find application in formal English but when they can make such expectations.

TALK TO OTHERS IN ENGLISH

Find a learning partner and start having conversations English. It will improve their spoken English considerably. They both can analyze their progress and find the areas for improvement.

If they think they can't find a learning partner then they can begin with their roommate, family members or friends. Include more English phrases in their vocabulary. Set a rewarding system for themselves as they learn new words and phrases to use.

Having conversations in English will prepare them for handling the customers with better fluency. They will have a better command over English.

PRACTICE DAILY

Learning a new language is a difficult task, and when they have to use that language professionally, the stakes rise automatically. But they should remember that they will not become fluent in English in a day.

It will take time and they will need to practice daily. By practicing on a regular basis, they will find their weaknesses and strengths. Try to read and listen to English at least an hour a day.

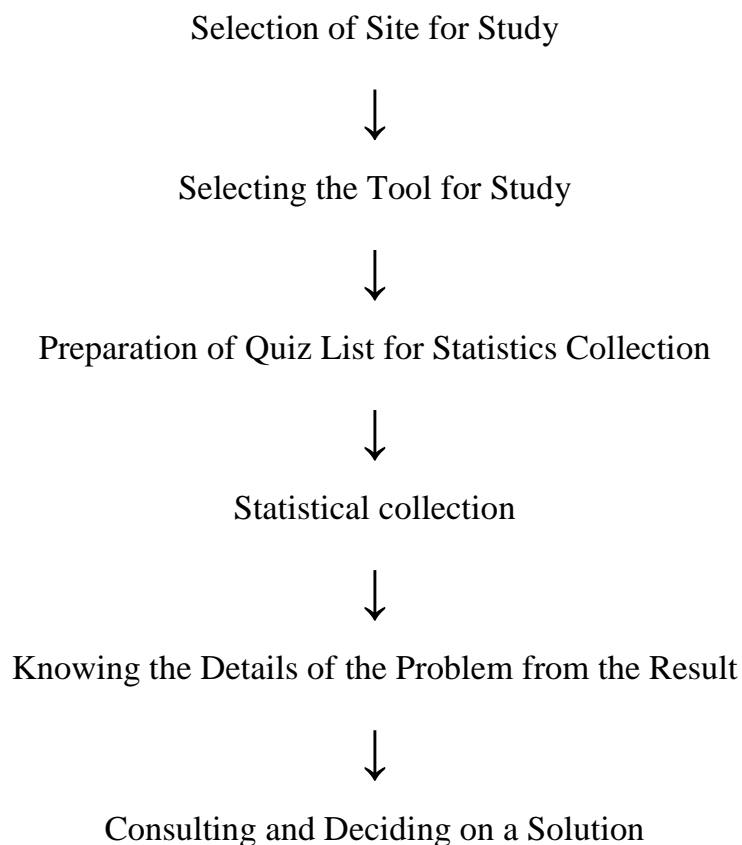
It will make them proficiency in their trade and they will soon get rid of many issues.

BONUS TIP

They can start taking English classes or learning from an instructor. A teacher will spot their weak areas quickly and give their precious insights on how to work on their speaking skills.

Getting a course will also help. It is an innovative way to improve their English for the call centre job without putting in much effort.

FIELD STUDY WORK PLAN





Solution Implementation

QUESTIONNAIRE FOR FIELD STUDY ON THE USE OF ENGLISH IN TELE-COMMUNICATION CUSTOMER SERVICE WITH REFERENCE TO SELECT NETWORKS

1. NAME:
2. PROFESSION:
3. NETWORK:
4. QUALIFICATION:
5. D.O.B:
6. AGE:
7. LANGUAGE KNOWN:
8. EMAIL ID or MOBILE NO:

QUESTIONNAIRE

1. How do you introduce yourself in Customer Service Interview?
 - a. Give a firm handshake
 - b. I am pleased to meet you
 - c. Use Interviewer name
 - d. Be bold while speak
2. Why English is important in customer service?
 - a. Increase sales
 - b. Build brand loyalty
 - c. Competitive advantage

d. It shows some respect

3. How will you approach language barriers during a customer call?

- a. Keep it simple
- b. Opt for translation service
- c. Slow and steady wins the talk
- d. Let some time to understand

4. How to communicate with people who do not understand your language?

- a. Speak slowly
- b. Use simple words
- c. Don't shout
- d. Don't repeat the same word over and over

5. How do handle difficult clients?

- a. Choose your words carefully
- b. Use measurable
- c. Acknowledgement but, don't agree
- d. Pin down the outcome

6. How would you assist customer with customer service?

- a. Be friendly
- b. Respond promptly
- c. Say thank you
- d. Listen to the customer

7. How does language affect customer expectations?

- a. Tone
- b. Language
- c. Laughable

d. Fluency

8. What would you do if a customer cannot speak English?

- a. Slow down
- b. Be patience
- c. Show without so much tell
- d. Use some pause at every word

9. How could you overcome verbal communication barriers?

- a. Double check
- b. Slow down but do not shout
- c. Be patience
- d. Repeat the word

10. How can you improve customer service language?

- a. Positive language
- b. Use vocabulary consistent with the brand
- c. Keep the conversation relevant
- d. Understand customer needs

11. What can Managers do to help employees whose first language is not English better communicate with guests?

- a. See the tone
- b. Be clear
- c. Speak slowly
- d. Read some English books

12. What are the important qualities of customer service?

- a. Clear communication
- b. Friendly attitude
- c. Problem – solving skills

d. Rapid solution

13. What are some examples of common customer service problem?

- a. Difficult to reach the customer staff
- b. Long wait on hold
- c. No first call resolution
- d. Use lot of numbers to reach

14. Why do you want to work in customer service?

- a. To improve my language
- b. Fluency
- c. Overcome shyness
- d. To get experience

15. How would you deal with customers with communication difficulties?

- a. Listen
- b. Accept
- c. Negotiate
- d. Make them to understand

16. How to deal with difficult customers?

- a. Communication professional
- b. Understand the customer's point of view
- c. Speak softly
- d. Ask the demand softly

17. What is positive customer service language?

- a. Sounds helpful
- b. Encouraging

- c. Respectful words
- d. Instant solution

18. What are the benefits of using customer service language?

- a. Wider market
- b. Build brand loyalty
- c. Customer trust
- d. It become famous

19. What is the most challenging about customer service?

- a. A customer demands something they cannot do
- b. Handling angry customers
- c. Understand customer expectations
- d. They may shout at them but they should not respond

20. How do you handle clients properly?

- a. Apologize
- b. Stay calm
- c. Appreciate the power of “yes”
- d. Use respective words

21. How do people communicate with different languages?

- a. Speak clearly and slowly
- b. Avoid slang
- c. Paraphrase
- d. Link it to another line

22. What is the role of language?

- a. Customs & traditions
- b. Memory
- c. Unique modes of thinking

d. Stylish one

23. Customer service problem solving scenarios?

- a. Impatient customer
- b. Dissatisfied customer
- c. The frugal customer
- d. Shouting without knowing the particular

24. What are the top customer complaints?

- a. I can't talk with a real personal
- b. Too many calls to resolve an issue
- c. The company takes too long to respond
- d. To know the status

25. What question is asked in a customer service interview?

- a. Mean of a good customer service?
- b. The best customer service they have ever received?
- c. How can they maintain good communication with every customer?
- d. How can they handle angry customers?

26. Why do you want to join in this company?

- a. Sharpen my skill
- b. To get experience
- c. Recommended one
- d. Reach soon

27. How would you describe yourself?

- a. Set goals for myself
- b. Always looking for opportunity
- c. Achieve greatness
- d. To become famous

28. Who is the biggest inspiration to you?

- a. My English Tutor
- b. My Father
- c. No one
- d. Personal

29. What strength would you bring to our company?

- a. Team player
- b. Time management
- c. Good listener
- d. To become a good worker

30. How do you overcome communication skill?

- a. Listen, listen, and listen
- b. Body language matters
- c. Think before you speak
- d. Read English newspapers

The problem faced by the customer service in learning English as compared to another language. Out of 30, 15 staff accepted the communication difficulties for having an enquiry over mobile whereas 15 staff had not agreed. Out of 30 staff, 20 staff mentioned the customer dealing is difficult whereas 10 were not agreed. Out of 15 staff that mentioned speak clearly and slowly whereas 15 mentioned avoid slang. Out of 16 staff that mentioned problem solving scenarios whereas 14 staff mentioned the frugal customer. Out of 30 staff 24 staff mentioned that they face difficulty while interacting in English with customers and co-staff whereas 6 staff mentioned that they was not face difficulty while interacting in English with customers and co-staff. Out of 30 staff respondents, 26 staff mentioned that their coaches taught English as a needy language in this field whereas 4 staff was not agreed.

STUDY RESULT

1. In customer care service, the employees were asked how do you introduce yourself, in response to that out of 30 staff 14 responded option 'a', 9 responded option 'b', 6 responded option 'c', and 1 responded option 'd'.
2. In customer service, the employees were asked why English is important, in responded to that out of 30 staff 8 responded option 'a' 13 responded option 'b', 7 responded option 'c', and 2 responded option 'd'.

3. In customer service, the employees were asked how you would approach language barriers, in response to that out of 30 staff 8 responded option 'a', 6 responded option 'b', 11 responded option 'c', and 5 responded option 'd'.
4. In customer service the employees were asked how to communicate with people who don't understand your language, in response to that out of 30 staff 7 responded option 'a', 15 responded option 'b', 4 responded option 'c', and 4 responded option 'd'.
5. In customer service, the employees were asked how do you handle difficult clients, in response to that out of 30 staff 5 responded option 'a', 11 responded option 'b', 10 responded option 'c', and 4 responded option 'd'.
6. In customer service, the employees were asked how would you assist customers, in response to that out of 30 staff 1 responded option 'a', 12 responded option 'b', 3 responded option 'c', and 14 responded option 'd'.

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7. In customer service, the employees were asked how does language affect customer expectations, in response to that out of 30 staff 12 responded option 'a' 14 responded option 'b', 2 responded option 'c', and 2 responded option 'd'.
8. In customer service, the employees were asked what would you do if a customer can't speak English, in response to that out of 30 staff 4 responded option 'a', 13 responded option 'b', 4 responded option 'c', and 9 responded option 'd'.
9. In customer service, the employees were asked how could you overcome verbal communication barriers, in response to that out of 30 staff 15 responded option 'a', 4 responded option 'b', 1 responded option 'c', and 10 responded option 'd'.
10. In customer service, the employees were asked how can you improve customer service language, in response to that out of 30 staff 2 responded option 'a', 12 responded option 'b', 6 responded option 'c', and 10 responded option 'd'.

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11. In customer service, the employees were asked what can Managers do to help employees whose first language is not English better communicate with guests, in response to that out of 30 staff 8 responded option 'a', 12 responded option 'b', 10 responded option 'c', and 0 option 'd'.
12. In customer service, the employees were asked what are the important qualities, in response to that out of 30 staff 15 responded option 'a', 5 responded option 'b', 8 responded option 'c', and 2 responded option 'd'.
13. In customer service, the employees were asked what are some examples of common service problems, in response to that out of 30 staff 3 responded option 'a' 13 responded option 'b', 4 responded option 'c', and 10 responded option 'd'.
14. In customer service, the employees were asked why do you want to work in, in response to that out of 30 staff 13 responded option 'a', 15 responded option 'b', 0 option 'c', and 2 responded option 'd'.

15. In customer service, the employees were asked how would you deal with customer with communication difficulties, in response to that out of 30 staff 15 responded option 'a', 10 responded option 'b' 3 responded option 'c', and 2 responded option 'd'.
16. In customer service, the employees were asked how to deal with difficult customer, in response to that out of 30 staff 1 responded option 'a', 20 responded option 'b', 5 responded option 'c', and 4 responded option 'd'.
17. In customer service, the employees were asked what is positive customer service language, in response to that out of 30 staff 5 responded option 'a', 5 responded option 'b', 15 responded option 'c', and 5 responded option 'd'.
18. In customer service, the employees were asked what are the benefits of using customer service language, in response to that out of 30 staff 3 responded option 'a', 4 responded option 'b' 17 responded option 'c', and 6 responded option 'd'.

19. In customer service, the employees were asked what is the most challenging about customer service, in response to that out of 30 staff 2 responded option 'a', 15 responded option 'b', 10 responded option 'c', and 3 responded option 'd'.
20. In customer service, the employees were asked how do you handle clients properly, in response to that out of 30 staff 4 responded option 'a', 10 responded option 'b', 11 responded option 'c' and 5 responded option 'd'.
21. In customer service, the employees were asked how do people communicate with different languages, in response to that out of 30 staff 15 responded option 'a', 10 responded option 'b', 1 responded option 'c', and 4 responded option 'd'.
22. In customer service, the employees were asked what is the role of language, in response to that out of 30 staff 20 responded option 'a', 5 responded option 'b', 3 responded option 'c', and 3 responded option 'd'.

23. In customer service, the employees were asked customer service problem solving scenario, in response to that out of 30 staff 1 responded option 'a', 10 responded option 'b', 16 responded option 'c', and 3 responded option 'd'.
24. In customer services, the employees were asked what is the top customer complaints, in response to that out of 30 staff 9 responded option 'a', 15 responded option 'b', 5 responded option 'c', and 1 responded option 'c'.
25. In customer service, the employees were asked what question is asked in a customer service interview, in response to that out of 30 staff 0 option 'a', 28 responded option 'b', 1 responded option 'c', and 1 responded option 'd'.
26. In customer service, the employees were asked why do you want to join in this company, in response to that out of 30 staff 13 responded option 'a', 7 responded option 'b', 2 responded option 'c', and 8 responded option 'd'.

27. In customer service, the employees were asked what strength would you bring to our company, in response to that out of 30 staff 10 responded option 'a', 16 responded option 'b', 0 option 'c', and 4 responded option 'd'.
28. In customer service, the employees were asked how do you overcome communication skills, in response to that out of 30 staff 10 responded option 'a', 13 responded option 'b', 3 responded option 'c', and 5 responded option 'd'.
29. In customer service, the employees were asked how would you describe yourself, in response to that out of 30 staff 4 responded option 'a', 3 responded option 'b', 17 responded option 'c' and 5 responded option 'd'.
30. In customer service, the employees were asked who is your biggest inspiration, in response to that out of 30 staff 17 responded option 'a', 1 responded option 'b', 10 responded option 'c' and 2 responded option 'd'.

FINDING THE SOLUTION:

The communication barriers are something that prevents either person from understanding the information they are being told. The barriers to communication can be overcome by the below solutions:

- Checking whether it is a good time and place to communicate with customer

- To be clear to use the language with the customer

- Communicating location that is free of distraction

- To check whether the person has understood points correctly

- Avoid to judge whether someone may be experienced

PHOTOS













CONCLUSION

Responsible customer service departments establish method and techniques for gracefully handling language barriers to provide superior customer service. Develop an escalation procedure for language barrier issues. Establish a list of customer service representatives that speak different languages and provide it to all customer service personnel. Request agents transfer calls using a warm transfer protocol that allows the migration of a call to an agent with suitable language skills in a respectful manner. For reception issues, authorize agents to try to obtain as much information as possible to call the customer back, in hopes of establishing a clearer phone call. For accents, hearing difficulties or other language barriers, allow agents to escalate calls to manager or supervisor.

The trainings for the employees working in the customer care service are given to them in order to make them strong in communication and to know the language barrier procedures as well as common phrases in other languages that can be used while handling customer calls. Establish a list of basic phrases, such as, “Please hold for a moment while I transfer your call” or “Do you speak English?” in most frequent contact languages. For other language barriers, such as customers are with poor hearing, and providing instructions on effective communication methods. The representatives of counsel customer service to slow their conversation and emphasize pronouncing words crispy to aid hearing challenged customers or customers that do not speak English fluently.

Install translation aids on customer service workstation. Including tools, such as online translators and quick-access references, that can be used while on phone calls with customer service. These tools can help agents gain valuable information from a customer to know how to process the call. Offer additional customer service contact methods. Some customer may have difficulties using phone-based support options. Offering chat, email or other written-based customer support options can allow quality service in a manner that meets the communication needs of the customer. Evaluate the volume of language barrier contacts. If the volume is significant, it could signify a good target market for growing your small business. Consider hiring additional personnel with the language skills needed to work directly with this customer segment.