

UNIT 23

COMMUNICATIONS

Objectives: at the end of the lesson, students will be able to:

1. understand and correctly use key terms related to shipment tracking and customer service;
2. communicate clearly and professionally in a customer service context;
3. create and role-play realistic customer service dialogues to practice their skills.

Lead-in: Let's Talk!

1. How many ways can businesses communicate with each other?
2. What are the benefits of different kinds of electronic communication?
3. Have you ever had to deal with a problem or issue when shopping online? What was the situation, and how did you resolve it?

Vocabulary Building

Key Terms

Barcode – is an arrangement of lines and spaces that represent data

***Example:** Barcode is a printed series of parallel bars or lines of varying width that is used for entering data into a computer system.*

Attachment – is a file sent as part of an email

***Example:** File attachments can come in any form, such as images, documents, or programs. A paper clip image often symbolize the presence of attachments in messages.*

EPC – (Electronic Product Code) is a number used to identify specific individual items

***Example:** Unlike UPC barcodes, which do not have serial numbers, the EPC enables tracking of each physical item for everything we can conceivably ever make. A 96-bit EPC can uniquely identify 16 million products in each of 268 million companies, and each product can have 68 billion serial numbers.*

UPC – (Universal Product Code) is a 12-digit number used to identify consumer items

Example: *The Universal Product Code (UPC or UPC code) is a barcode symbology that is used worldwide for tracking trade items in stores.*

Data plan – is a contract from a cell phone service provider that states what online services are available on a cell phone and how much that transfer of data will cost

Example: *A monthly subscription to a service that delivers database content, real-time data, news or other information. It may be an unlimited-use plan or based on the actual amount of data transferred.*

PDA – A personal digital assistant is a small, mobile, handheld device that provides computing and information storage and retrieval capabilities for personal or business use, often for keeping schedules, calendars and address book information handy

Example: *Most PDAs had a small physical keyboard, and some had an electronically sensitive pad which could process handwriting.*

Activity: Fill in the blanks with the correct words from the word bank.

barcode	data plan	email	smartphones
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1. All of Joe's contacts are saved on his _____.
2. To track the package you must scan its _____.
3. A (n) _____ allows users to browse the Internet on smartphones.
4. Please send a(n) _____ with the receipt attached.

Reading

Customer: Hi, I'm calling to check on the status of my shipment. My order number is 123456.

Customer Service Representative: Hello! I'd be happy to help with that. May I have your name, please?

Customer: Sure, it's Jane Smith.

Customer Service Representative: Thank you, Jane. Let me look up your order. One moment, please. [pauses while checking] Alright,

I have your order details here. Your shipment is currently in transit and is expected to arrive by August 5th.

Customer: That's great to hear. Can you tell me where it is right now?

Customer Service Representative: Certainly. According to our tracking system, your shipment is currently at the regional distribution center in Denver. It's scheduled to move out for delivery to your address tomorrow. We've scanned the EPC (Electronic Product Code) at the facility to update the status.

Customer: I see. Is there a UPC (Universal Product Code) or tracking number I can use to monitor its progress?

Customer Service Representative: Yes, your tracking number is 7890123456. You can use it to track your shipment online. Just enter it on our website or the carrier's site. This will allow you to scan the barcode and get real-time updates.

Customer: Great! I also received an email with an attachment about my shipment. It looks like it might be spam. Should I open it?

Customer Service Representative: If you're unsure about the attachment, it's best to avoid opening it, especially if it seems like spam. We never send important information about your shipment in unsolicited emails. If you need to verify details, it's best to use our official website or contact us directly.

Customer: Understood. Can I get any updates through instant messaging or do I need to keep checking the website?

Customer Service Representative: We currently don't offer shipment updates via instant messaging, but you can always check the status on our website using your tracking number. If you prefer, you can set up email notifications for updates about your shipment.

Customer: That works for me. Thanks for your help!

Customer Service Representative: You're welcome, Jane! If you have any more questions or need further assistance, feel free to reach out. Have a wonderful day!

Customer: You too, thanks!

Activity: Mark the following statements as True (T) or False (F).

1. The customer's tracking number is 7890123456.

B. True

C. False

2. The shipment is scheduled to move out for delivery to the customer's address today.

A. True

B. False

3. The customer service representative advises that important shipment information is sent via unsolicited emails.

A. True

B. False

4. The customer can set up email notifications for shipment updates.

A. True

B. False

Speaking

Activity: Act out the roles based on the scenarios

Useful Language for Customer Service Dialogues

Making Inquiries

1. Asking About Status

- "Hi, I'm calling to check on the status of my shipment. My order number is [number]."

- "Can you provide an update on the delivery status of my order with number [number]?"

- "I would like to know where my shipment is currently located. Can you help me with that?"

2. Requesting Tracking Information

- "Could you give me the tracking number for my shipment?"

- "Can you tell me if there is a UPC or EPC that I can use to track my order?"

- "Is there a way to monitor the progress of my shipment?"

3. Verifying Delivery Issues

- "I received a notification about my shipment, but it hasn't arrived. What should I do?"
- "I'm having trouble locating my shipment. Can you provide more details?"

Providing Information

1. Status Updates

- "Your shipment is currently in transit and is expected to arrive by [date]."
- "Your order was last scanned at [location]. It is scheduled to be delivered by [date]."
- "According to our tracking system, your shipment is currently at [facility/location]."

2. Tracking and Codes

- "Your tracking number is [number]. You can use this to track your shipment online."
- "The EPC (Electronic Product Code) has been scanned at the distribution center."
- "You can use the UPC (Universal Product Code) to check the status of your shipment."

3. Handling Attachments and Messages

- "If you received an email with an attachment, it's best to avoid opening it if it looks suspicious. We never send important details via unsolicited emails."
- "Please use our official website or contact us directly for reliable updates. Avoid responding to unsolicited instant messages."

Handling Issues

1. Dealing with Spam or Unusual Communication

- "If you received an instant message or email that seems suspicious, it might be spam. Always verify information through our official channels."
- "It's best to ignore any unsolicited communications claiming to offer special deals or updates about your shipment."

2. Follow-Up Actions

- "If your shipment is delayed or you encounter any issues, please contact us immediately. We'll assist you in resolving the problem."

- "For further assistance or if you have additional questions, feel free to reach out to our customer support team."

3. General Assistance

- "We're here to help with any questions you may have regarding your shipment."
- "If you need further assistance, don't hesitate to ask. We're happy to provide support."

Examples in Context

Customer: "Hi, I'm calling to check on the status of my shipment. My order number is 123456."

Customer Service Representative: "Hello! I'd be happy to help with that. Let me check the status for you. [pauses] Your shipment is currently in transit and is expected to arrive by August 5th. You can track it using this number: 7890123456 on our website."

Customer: "I received an email with an attachment about my shipment, but it seems suspicious. Should I open it?"

Customer Service Representative: "If the email looks suspicious, it's best to avoid opening any attachments. We never send important details through unsolicited emails. Please use our official tracking system for updates."

Scenario 1: Tracking an International Order

Scenario 2: Resolving a Delivery Issue

Scenario 3: Verifying Delivery Confirmation

Scenario 4: Requesting Delivery Update

Home assignment

Create Two Dialogues

Dialogue 1: Checking Shipment Status

Scenario: A customer wants to know the current status of their shipment and whether it has been delayed. They also want to make sure they have the correct tracking number.

- Asking for and providing the status of the shipment.
- Using tracking numbers, EPC, and UPC terms.
- Handling any issues such as delays.

Dialogue 2: Handling Suspicious Communication

Scenario: A customer receives an email with an attachment that seems suspicious and wants to verify its authenticity. They also received an instant message about their shipment and want to know if it's legitimate.

- Advising on handling suspicious emails and attachments
- Discussing the legitimacy of instant messages.
- Providing guidance on how to get reliable information.