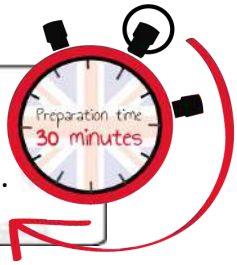
It ain't what you do, it's how you do it

EAE Learning objectives for this lesson

Practice expressing your opinion, listening and reading comprehension.
Learn some expressions when talking to customers on the telephone



Activity One - ask and answer with your partner/teacher:

Do you think more about what you are doing, why you are doing it or how you are doing it?
In your job/studies, how do you get results?

Activity Two - Listen to the song and fill the gaps - Ella Fitzgerald - it aint what you do…
https://www.youtube.com/watch?v=X8fCXNTCWig

When I was a …….. about half past three
My ma said, "……., come here to me"
Says, "Things may come and things may go
But this is one thing you ought to know"

Oh, 'tain't what you do; it's the way that you do it
'Tain't what you do; it's the way that you do it
'Tain't what you do; it's the way that you do it
That's what gets ……..

'Tain't what you do; it's the time that you do it
'Tain't what you do; it's the time that you do it
'Tain't what you do; it's the time that you do it
That's what gets ……..

You can try ……., don't mean a thing
Take it ……., breezy, then your jive will swing

Oh, it 'tain't what you do; it's the place that you do it
'Tain't what you do; it's the …….. that you do it
'Tain't what you do; it's the way that you do it
That's what gets results

You've learned your A B C's
You've learned your D F G's
But this is …….. you don't learn in school

So get your hep boots on
And then you'll …….. on
But remember if you try too hard
It don't mean a thing, take it easy

'Tain't what bring do; it's the way that you bring it
'Tain't what swing do; it's the way that you swing it
'Tain't what sing do; it's the way that you sing it
That's what gets ……..

That's what gets results,



Activity Three - What's the main message of this song and what do you think about that message?
(Give your opinion) – There are some expressions below to help you express your opinion

✳ I'm convinced that ✳ I would say that ✳ It seems clear to me that ✳ Ultimately.. ✳ Basically..
✳ Realistically.. ✳ My impression is that… ✳ I suppose that… ✳ I personally think that.. ✳ In any case…
✳ I would argue that ✳ It seems to me that ✳ Primarily ✳ To begin with ✳ You have to consider that…
✳ Not to mention the fact that…

Activity Four - Describing how…

by doing, by listening, by working etc…

Activity Five - Reading comprehension:
Before reading the article pre-read these questions. Then answer them at the end of the reading.

1. What is the main point made about communication?
2. What is now over for companies?
3. What is it that you can't provide on every single social media channel?
4. What do some companies spend a lot of time on?
5. What is uncomfotable?

Communication in the contact center: (Source Fourbes).

The thing about communication is much of how we communicate is not in the what of our words but rather in how we deliver the message.

Where as before phone calls and letters and interactions took time--and the company was in complete control of time, place and channel--those days of company control are over. Now companies must be ready to answer incoming messages anywhere anytime. Companies must be ready to listen and respond every day and every night of every year. The increasing amount of channels and demand for 24-7, 365 day response has its own set of challenges for most businesses.

You can't provide scripts for incoming messages on every single social media channel, chat box, email exchange and phone call. However what you can do is hire smart people. You an also make a significant time and effort investment in training. Investing in culture, training and onboarding will provide your people with the communication skills to create more powerful customer experiences.

Some companies spend a lot of time onboarding and training their people. The benefit of this is a much stronger customer experience. There is no vagueness when it comes to the attitude to bring to work. The contact center is looked at as a fun place to work--an opportunity where magical moments happen. The employees feel like they're making an impact on the company's success.

Countless studies show that people respond much more to how you say what you say rather than the actual words that you're speaking. Tone also is not just something that comes through in person or on the phone. Tone is something that matters deeply for your social media agents. A lot can be misinterpreted via social media--therefore it's important to make sure your company has a strong culture, and a policy that prohibits sarcasm.

It makes sense that if you create a culture of investing and empowering your people, your people will work harder. They will feel better about themselves. In most companies the contact center is the last division to get investment, however it should be the first. A contact center can leave the company highly vulnerable.

Imagine what it's like for the customer to feel like the person helping them really doesn't want to be there. We've all experienced that as customers--it's frankly very uncomfortable. There was some research conducted in 1995, by Beyond Verbal's chief scientist Dr. Yoram Levanon and Dr. Lan Lossos who sought to understand how babies — who do not understand a single word — are able to figure out exactly what their caretakers feel toward them. Basically they found that tone and style have an immense impact in how feelings are interpreted, less so than actual content. Even for babies.

In this scenario imagine your customer is the baby---this baby already knows the customer service agent doesn't want to be there....it's likely they're not going to feel taken care of upon leaving that interaction.

Activity six: **Expressions, intonation and stress**

Intonation and stress is very important in English.
It sometimes helps to imagine you are in the theatre and very enthusiastic. This will help you get into the habit of using intonation in your speech. This particularly makes presentations more interesting.

Intonation and stress

Use **pitch** to show the beginning and end of sentences and to sound more interesting. Emphasise important words and expressions by stressing them (quick rising and falling pitch or saying them louder or more slowly.)



Expressions you can use on the telephone
Read them aloud and don't forget to use intonation and stress

- Who should I say is calling?
- Who's speaking please?
- Please may I speak to...?
- I'd like to speak to...?
- Would it be possible to speak to...?
- Hello I'm calling on behalf of....
- Hello I'm calling about...
- I'm calling to remind you about...
- I'll put you through
- Please hold the line
- Could you hold please?
- I'll just put you on hold.
- The line is busy.
- Could I take a message?
- Hello, would it be possible to speak toFred please ?
- Hello, Fred speaking, is John available please ?
- Hello, I'm calling about...
- Hello, I was wondering if we could...
- Thanks so much for you help, I really appreciate it.
- Thanks a lot, have a good afternoon.

- I can certainly help you
- I will ensure that...
- Could you possibly...
- I will definitely make sure that it gets sorted
- I will do that right away for you
- What I can do straight away for you is...
- Could I please have...

Activity seven: **Fill in the gaps**
Practice your intonation and stress by reading this dialogue with your teacher or partner
Fill in the gaps as you read to complete the dialogue

Call Centre: Hello, Suzy speaking, how can I _____ you?
Customer: Hello, yes I have a problem with the lamp I received
Call Centre: I am really sorry to hear that, what seems to be the _____?
Customer: The right lamp arrived and in good time, but it isn't working. I have tried to wait and different sockets, but nothing seems to work
Call Centre: Ok, I am sure I _____ help you with that, please can I just have your original order number?
Customer: Yes of course, it is _____
Call Centre: Ok, Mrs Thornton ?
Customer: Yes that's right
Call Centre: Perfect, I can certainly do something for you Mrs Thornton. I can offer an _____. Either immediately in your local store if you are able to travel there or next week for pick up and delivery.
Customer: _____ would be great thank you as it is difficult for me to travel to the store.
Call centre: Perfect if there anything else I can _____ you with today ?
Customer: No, that is everything, thank you for your help
Call centre: It was a _____, have a lovely day!

No read the completed dialogue as the call centre in an angry manner. Discuss with your parner or teacher how you think that changed the sense or feeling of the conversation. If you were a customer how would you feel to be spoken to in that way?
Ever word was the same but said in a different way.

Activity eight: **Role plays**

With your teacher or partner, act out the following role plays. Remember to use as many expressions as you can and make sure you use intonation and stress

Try to act each out in a different mood / way

1. You are calling to complain about the service you receive in store, but the person you speak to is so nice and understanding that you end the conversation happy, even though you were complaining about something

2. A customer calls you about a small fault in the product they received. You are very polite, but tired and not really listening to them.

3. You receive a phone call from a very enthusiastic customer who you think is being positive about a product but in fact she is very upset and has a big problem

4. You call the customer service line and the person answers very rudely but in a very happy way. They insult you but you are confused because they sound happy.

5. You have to call people to check they were satisfied with their products and if there is anything else you can help them with. You talk to one person who seems to be really angry about something but they are complimenting you so it is very confusing !



