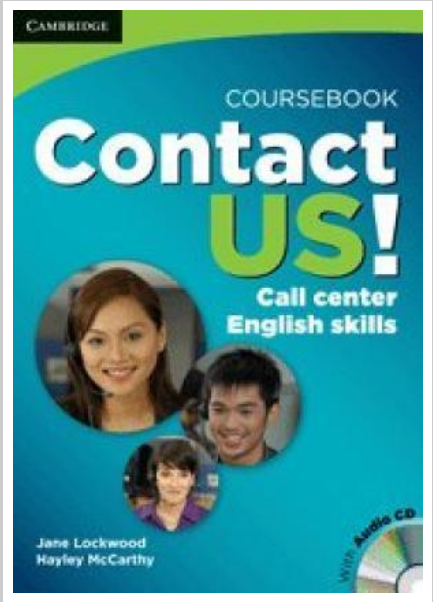


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Contact US!: Call Center English Skills (Coursebook)

By Jane Lockwood & Hayley McCarthy

Cambridge University Press, 2010. Softcover. Book Condition: New. Contact US! has been carefully developed to meet the needs of call center agents who require communication training. It aims to develop high-end professional English language communication skills for successful interactions with customers in the USA. The course consists of 10 units with a total of about 100 hours of motivating and highly relevant training material. Units have been designed in a way that allows trainers to select materials flexibly from the book according to the needs of learners. The program has been developed by FuturePerfect Business English specialists ? a team of applied linguistics researchers, curriculum and materials designers and assessment professionals specializing in the BPO industry and call centers in particular. ? Practices a unique blend of skills: active listening and effective speaking; understanding and managing soft skills; reading on screen and providing information; and developing intercultural understanding. ? Caters for different learning styles and is highly communicative in approach. ? Uses the Business Processing Language Assessment Scales (BUPLAS) to measure both communication gains and intercultural competencies. ? Is strongly grounded in current research and draws on extensive experience with leading global call center and BPO organizations. Contents Unit 1:...

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