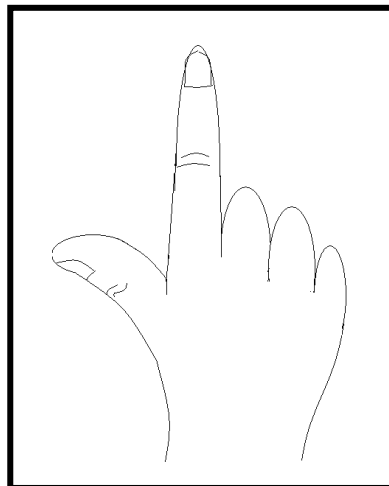


Learning Objectives

1. Be aware of the importance to communicate with customers and business partners;
2. Learn to choose appropriate medium for business communication; and
3. Understand the importance and application of 5Cs principles in written communication.

Introduction

Sometimes, we use hand signs to indicate numbers in Hong Kong. What number do you think the following hand sign represent?



Last year, Peter was visiting Bangkok, Thailand with six friends. They went to the Thai national museum for a tour. At the entrance, Peter needed to get a total of seven museum tickets. As Peter did not speak Thai, he tried to use body language to communicate with the museum staff. He showed the above hand sign to indicate seven tickets at the ticket office.

However, the museum staff misunderstood Peter's hand sign and sold TWO tickets to him. Can you suggest how to resolve the communication problem?

We often need to use various types of communication in our daily lives.

Types of Communication			
Verbal	Non-verbal	Visual	Written
Oral such as meetings and telephoning	Body language such as eye contact, posture and gesture	Pictures such as graphs and charts	Word message such as documents
e.g. Speech	e.g. Hand Sign	e.g. Road Sign	e.g. Letters

Warm-up

Try to present the situations and write down which type of communication you are using.

Present the following situations verbally.

- (a) Ask your classmate to lend you \$10.
- (b) Invite your classmate to go to watch a movie.
- (c) You regret for doing something wrong.

Type of Communication

Use words to explain the following situations.

- (a) Warn the customers not to commit shoplifting.
- (b) No advertising on the wall of my shop.
- (c) Tell citizens to save water.

Type of Communication

Use signs to present the following situations.

- (a) You cannot eat in the compartment.
- (b) No smoking is allowed in the shopping centre.
- (c) No parking here.

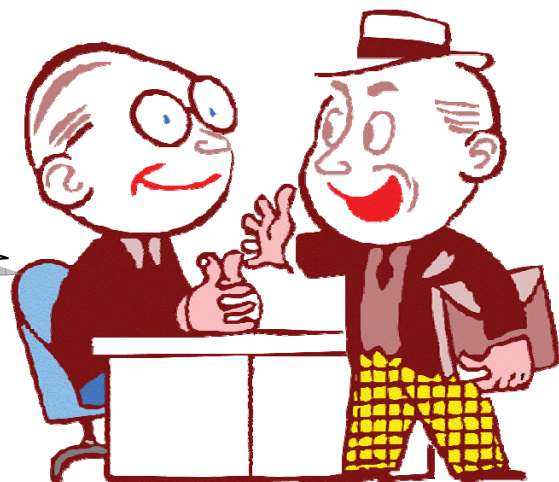
Type of Communication

Tell your classmates the following situations by using body language.

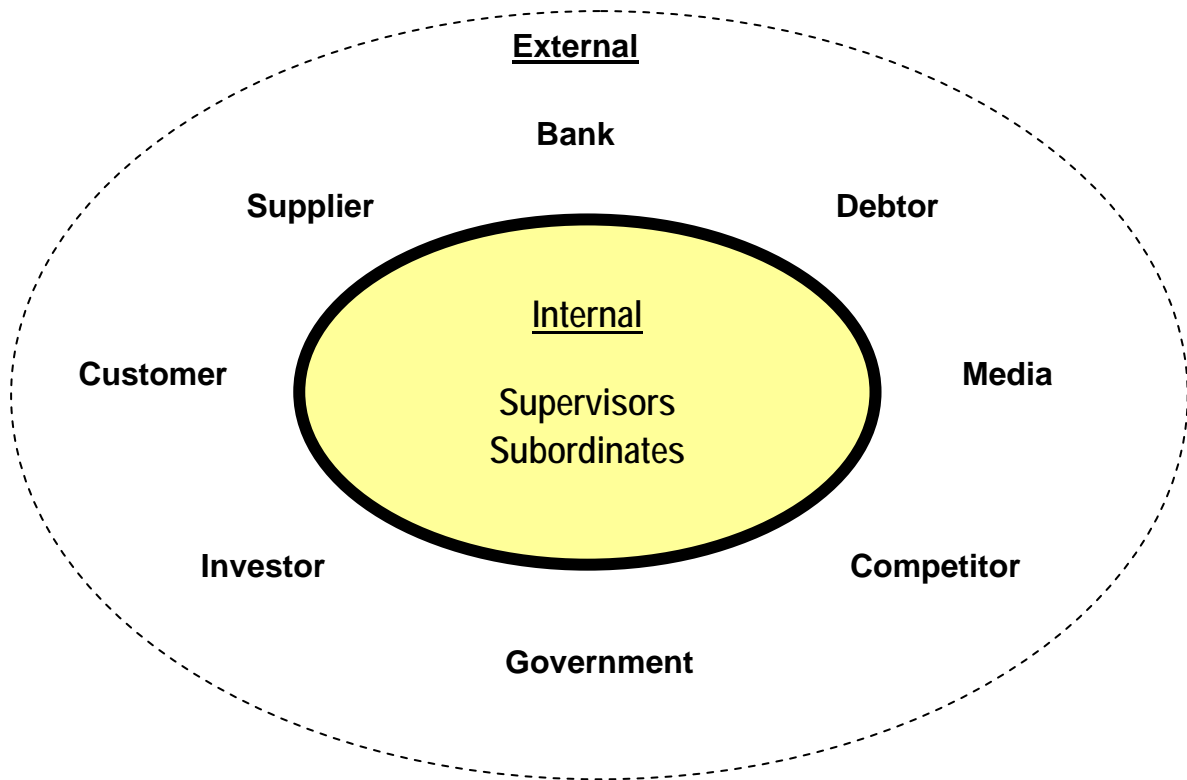
- (a) You feel very angry after being punished by your parent.
- (b) You are so excited that you win a prize.
- (c) You feel very nervous after losing \$100.



Type of Communication







Effective communication is an important element toward business success.





For a business organization, it needs to communicate with different people using various types of communication. Do you know the reason for communication? Discuss with your classmates and fill in the table.



Internal	What is the reason for communication?
Supervisors 	
Subordinates 	

External	What is the reason for communication?
Bank 	
Debtor 	
Media 	
Competitor 	
Government 	
Investor 	

External	What is the reason for communication?
Customer 	
Supplier 	

Case Study – Finding a Job

Leo CHAN was a senior secondary school graduate and looking for a job. He planned to submit an application for the following job vacancy.

Marketing Assistant

ABC Credit Service Ltd. is a leading consumer finance services company based in Hong Kong with offices in Beijing and Shanghai. With rapid business expansion, we require high caliber candidates to fulfill the following vacancy:

Responsibilities :

- Assist in organizing and coordinating of events, e.g. promotion, press conference & seminars, etc.
- Update and maintain media and investors database
- News clipping
- Conducting marketing research

Requirements :

- S.6 or above
- Good command of English and Mandarin
- Proficiency in MS office, Chinese word processing & PowerPoint
- Pleasant working attitude, self-motivated, independent
- Able to meet tight schedule and work under pressure
- Willing to work oversea

We offer fringe benefits including 5-days work, double pay and medical insurance to the right candidate. Interested parties please send your resume with current and expected salary to coco.wong@abc_credit.com.hk. (All data collected would be used for recruitment purpose only.)

Activity 1

Before submission, let's discuss and answer the following questions.

1. What is the background of the company?

2. Does successful applicant need to work overseas? If yes, please specify the places.

3. What are the job duties?

4. What is the minimum academic requirement for the job?

5. What languages are required for applicants?

6. What kinds of computer skills are required?

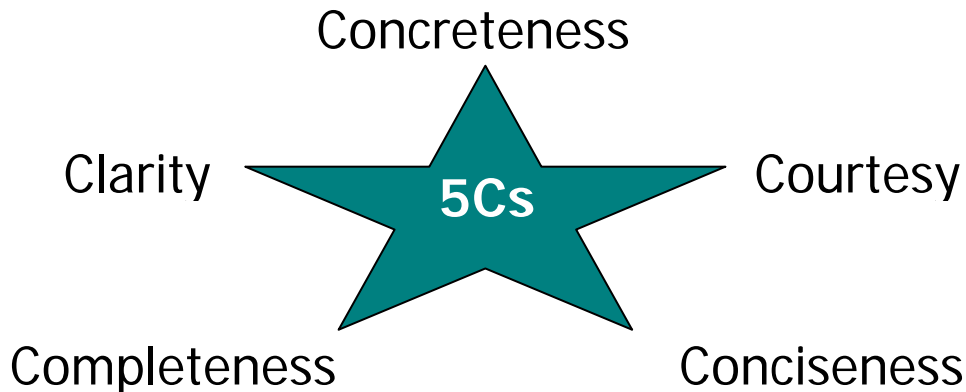
7. What kinds of character are preferred for the job?

8. Apart from salary, what are the fringe benefits of the job?

9. What should you do if you want to apply for the job?



General Principles of Effective Written Communication



Clarity

- Use simple, familiar words
- Organize each paragraph around one central idea
- Use short sentences

Conciseness

- Include only relevant information
- Avoid unnecessary repetitions
- Avoid wordy expressions

Concreteness

- Be accurate
- Make the purpose of message specific and clear

Courtesy

- Be sensitive to the feelings of your readers
- Emphasize the positive
- Write from the readers' point of view

Completeness

- Avoid missing information
- Check if all the essential details are included

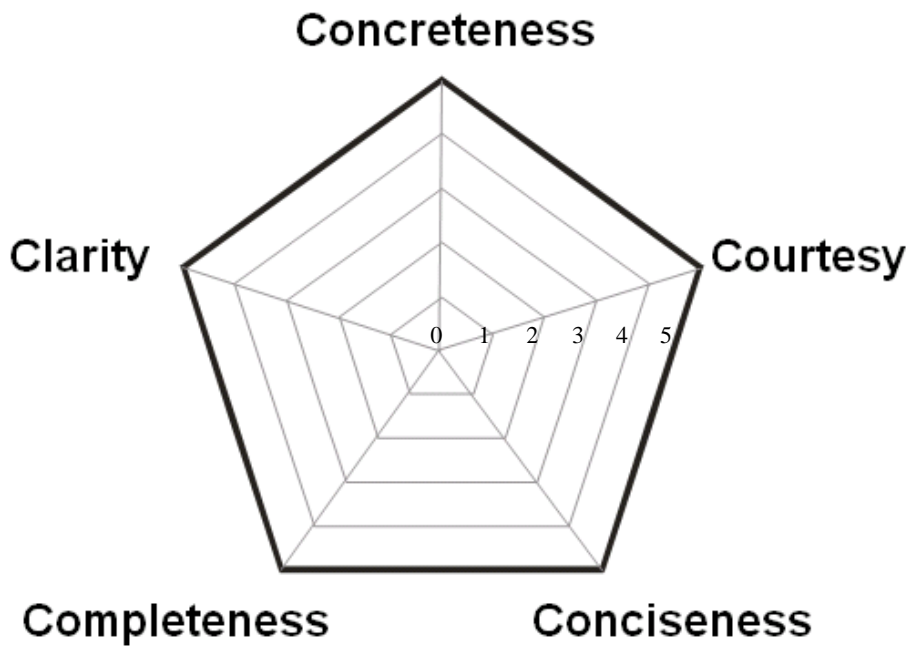
In addition to the 5Cs, we should also consider the followings for written communication:

- purpose of the writing;
- intended reader(s) of the writing; and
- appropriate language and style.

Self-evaluation



Please review the email message in Activity 2 according to the 5Cs.



Activity 3

Leo's First Task at Work

Leo was hired by the ABC Credit Service Ltd. as Marketing Assistant. He was asked to organise a team meeting with his teammates next Thursday at 3:00 p.m. The team meeting aimed to discuss the business plan for the next year. After Leo reserved the conference room from 3:00 to 5:00 pm, he needed to inform his team members about the meeting.

Suggest an effective way for Leo to inform his teammates about the meeting.

Prepare a brief email message for Leo to inform his teammates about the meeting.

Dear teammates,

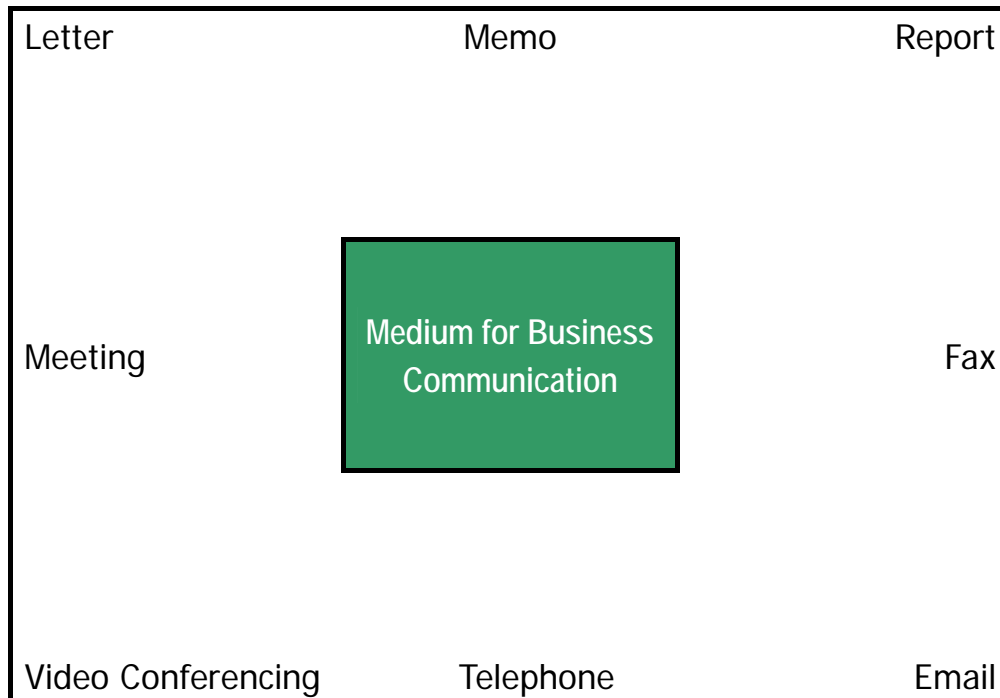
A team meeting is scheduled on

Best regards,

Leo

A business organisation may apply various medium for internal and external communication.

Examples of medium for business communication



Considerations for choice of medium

- Need for keeping record
- Number of people to be reached
- Cost of the medium
- Nature of the information – length, complexity and transmission speed
- Need for confidentiality

Activity 4

Memo for Christmas party

Leo's team was responsible for organising the X'mas Dinner Party 20XX for ABC Credit Service Ltd. They needed to prepare a memo for inviting all employees to attend the event. Leo's team found the following memo for the previous year's party.

<u>MEMO</u>			
From:	Jenny LO, Assistant Marketing Manager	To:	All departments
Ref.		(Attn:)
Tel. No.	2123 9999	Email:	
Fax. No.	2123 0000	Your Ref.	() in
Email:		Fax No.	
Date:	XX November 20XX	Date:	
<u>Christmas Dinner Party 20XX</u>			
With Christmas drawing near, we are organising the Christmas Dinner Party. The party will be held on XX December 20XX with details as follows:			
Date:	XX December 20XX (XXXXXX)		
Time:	7:00 pm - 10:00 pm		
Venue:	XXXXXXXXXXXX Hotel XXXXXXXXXXXXXXXXXXXXXXXXXXXX		
To assist our planning work, please kindly confirm your attendance on or before XX Nov 20XX (Wednesday) to Ms Mary CHOY at extension 1124. For enquiry, please contact Mr Leo CHAN at extension 1123.			
Thank you.			
Jenny LO (Assistant Marketing Manager)			

Leo would be responsible for taking the enquiries of the Christmas Dinner Party 20XX while his teammate, Mary CHOY, would be responsible for confirming the attendance. Please rewrite the contents of the above memo so that it can be used for this year's party. You will also need to provide mock-up information about the date, time and venue.

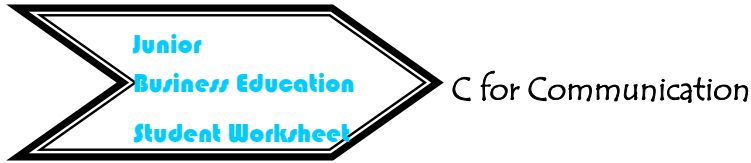
Why do we need to write memos?

Memo is used for internal communication within an organisation. It should be a brief and short message to explain what the receivers should do.

How to write a memo?

A well-structured memo should contain the following:

- a. An introduction or the purpose of the memo (e.g. With Christmas drawing near, we are organizing the Christmas Dinner Party.)*
- b. Situation (e.g. The party will held on 18 December 2009 with details as follows:)*
- c. Solution or action needed (e.g. To assist our planning work, please kindly confirm your attendance on or before 18 Nov 2009 (Wednesday) to Ms Gigi TAM at extension 1124.)*
- d. Politeness to avoid the receiver refusing to take the action you want, it is important to end with a polite expression (e.g. Thank you)*
- e. Undersign (name and job title)*
- f. Signature (optional)*



Activity 5

Letter of Compliment to Service Supplier

The X'mas Dinner Party 20XX was very successful and received positive feedback from many employees of ABC Credit Service Ltd. Jenny LO, the Assistance Marketing Manager, would like to write a compliment letter to Royal Palace Hotel for their well-organisation and quality services.

Re-arrange the following sentences (1 to 6) in proper order for the following letter of compliment.

Mr David LAM
General Manager, Royal Palace Hotel
123 Queen's Road East, Wanchai
Hong Kong

2X Dec 20XX

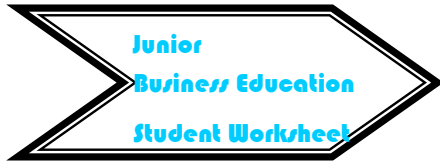
Dear David,

Christmas Dinner Party 20XX

- () *Several guests from our Beijing and Shanghai offices have commented on how nice the venue's decoration was.*
- () *I can't remember a time when our Christmas Dinner Party has been received so many positive comments.*
- () *Thank you once again for your excellent service.*
- () *We want you to know how much we appreciate the way you have prepared the venue and food for our Christmas Dinner Party this year.*
- () *In addition, we would like to express our appreciation to your chefs for preparing us with all the delicious dishes.*
- () *We look forward to continuing our business relationship.*

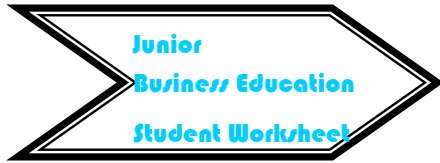
Yours sincerely,

Jenny LO
(Assistant Marketing Manager)



Writing Business Letter

<p>1. Opening or introduction</p> <p>Why are you writing this letter?</p> <p>Provide the reader with some background information, such as referring to a previous letter or documents.</p>	<p>2. Details</p> <p>What are the data, facts or figures have you collected about the case?</p> <p>Provide the reader with all relevant details, such as the dates, money value or people's names.</p>
<p>3. Conclusion (Action or response)</p> <p>What action is necessary to be taken by the reader?</p> <p>Should request or advise the reader to take an action.</p> <p>Such as reply to me on or before a deadline, or contact Ms. xxxxx for further details.</p>	<p>4. Ending</p> <p>A simple one-line closing sentence is often necessary.</p> <p>Such as "I look forward to meeting you soon" or "Please let me know if you need any further information".</p>



C for Communication

Activity 6

Opening of a New Branch

The ABC Credit Service Ltd. is opening a new branch in Mongkok on 1 Aug 20XX. Denise POON, the Marketing Manager, is preparing a letter to inform all the customers about their new branch. Please review the following letter and suggest for any improvement.

XX Jun 20XX

Dear Customer,

Opening of Mongkok Branch

Owing to the steady growth of our business, we are pleased to inform you about the opening of our Mongkok branch. The branch will be open two months later. Mr Peter K.K. LAU has been appointed as the branch manager. After the opening of Mongkok branch, we hope to offer you a more efficient credit service.

We thank you for your past custom and hope we may continue to be offering our service to you.

Yours sincerely,

Denise POON
(Marketing Manager)

A Checklist for Business Letter Writing

- Is the tone appropriate?
- Is the language appropriate?
- Is the letter brief, clear and courteous?
- Are all the spellings correct?
- Is the letter grammatically correct?
- Is the letter properly punctuated?
- Are all the essential details included and accurate?
- Is the letter structured logically?
- Does the letter look attractive, well-presented and consistent?

Activity 7

Revision Exercise

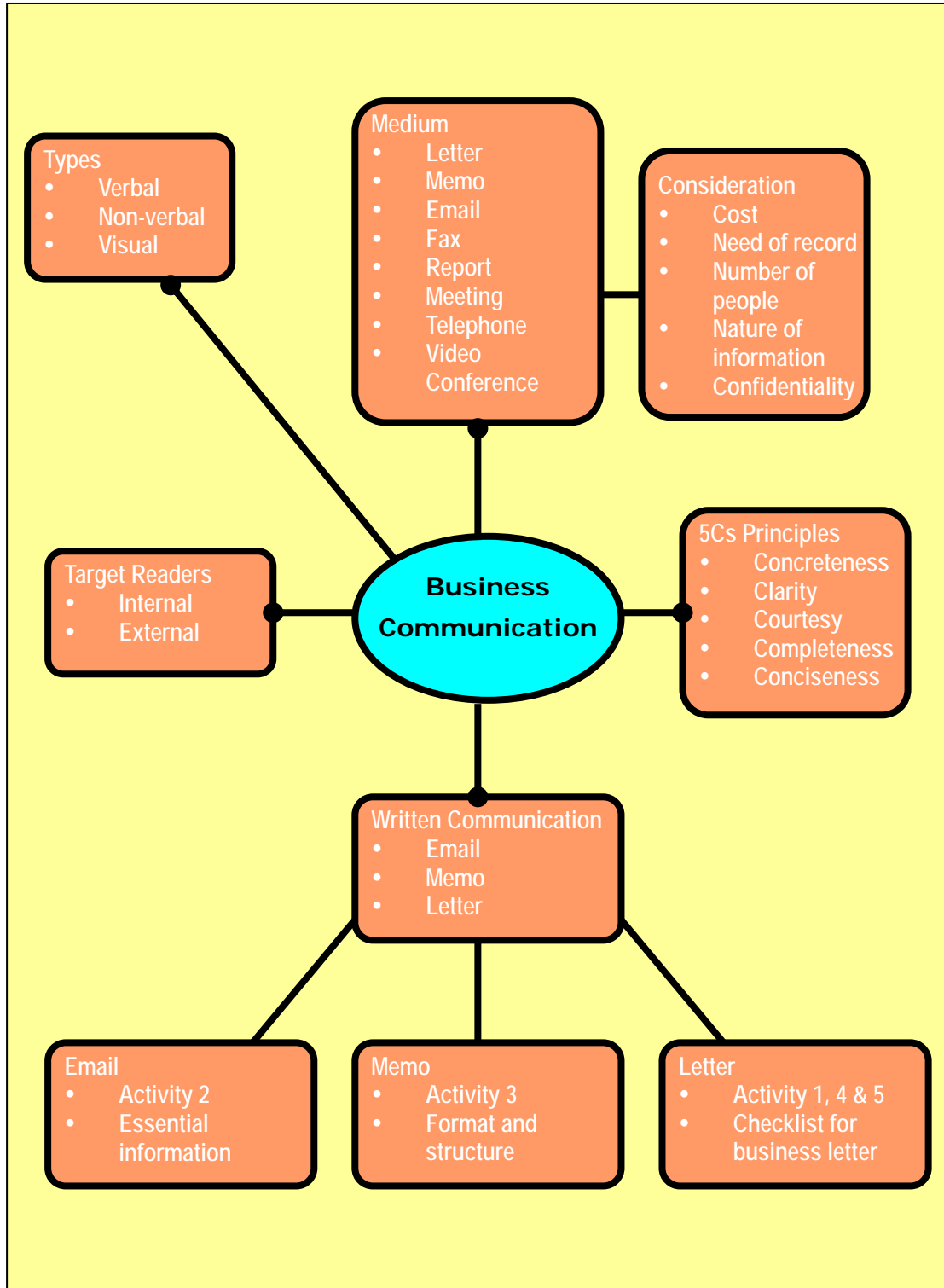
The following is a list of business situations which requires different methods of communication. Suggest an appropriate communication medium such as telephone, fax, meeting, email, letter or memo for each situation and provide a reason for your selection.

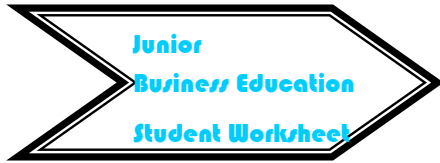
1. Inform the customers about the new address of the company
2. Inform the staff about the new human resources manager
3. Collect a copy of ID card from a customer
4. Discuss the budget plan for the next quarter
5. Announce a gathering to celebrate the retirement of the marketing manager who has been with the company for 30 years
6. Complain the service of a supplier
7. Complain to the technical support team about the problems with the junk mails
8. Discuss the progress of a project with the executives from overseas offices



C for Communication

Situation	Medium	Reason
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		





C for Communication

Extended Exercises

Handling Customer's Complaint

One month ago, a customer applied for a personal loan at ABC Credit Service Ltd. However, he was then informed by ABC that his application was turned down because of his poor financial credibility. He was dissatisfied with the result, so he called ABC for clarification. However, after talking with the customer service representative on the phone, he was even angrier as he found that person was not respectful to him. Therefore he decided to lodge a complaint to the company. The following is his letter of complaint.

XX Feb 20XX
Dear Sir or Madam,
This letter is to () about the service I recently received from your customer service representative named Mr Stephen CHIU.
I called ABC Credit Service Ltd. on XX Feb 20XX to () about the reason for the () of my application of personal loan. After I had been out on hold for several minutes, the line was finally connected and a person called Stephen CHIU answered my call. In a few minutes talk with Mr CHIU, I had explained my () to him several times but he still did not seem to be listening to me or taking my complaint seriously. He kept asking me the same questions which made me feel extremely annoyed and not being respected. Even worse, Mr CHIU then put me on hold for several minutes, and returned to say he could do nothing to help me out with my application as the rejection was due to my poor financial record. I was completely () with his attitude and service.
I () that a prestigious company like yours should have provided a much better service to your customers. If I could not hear any reply from you regarding my complaint on Mr CHIU's attitude and service, I am afraid I will have to () my relatives and friends about my unhappy () at your company and warn them not to visit your company in future. .
Yours sincerely,
XXXXXXXXXXXXXXXXXXXX

Complete the above letter with the following words:

frustrated

inquiry

inquire

complain

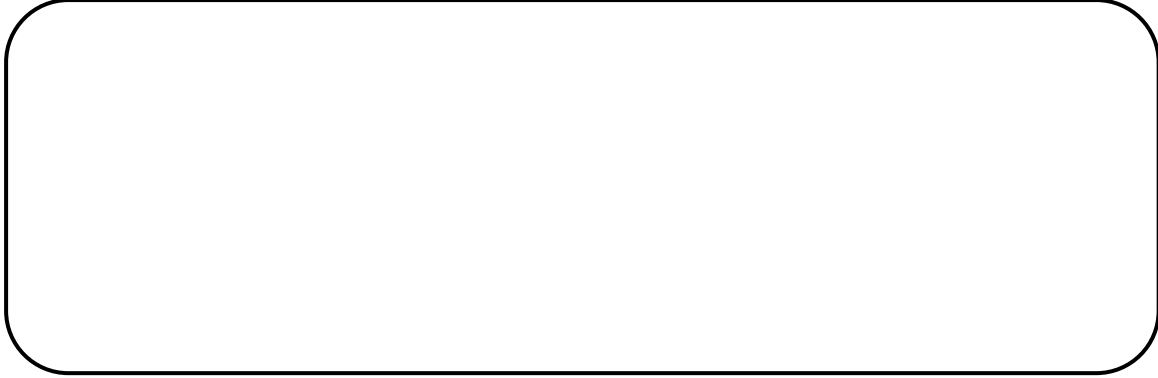
expected

rejection

experience

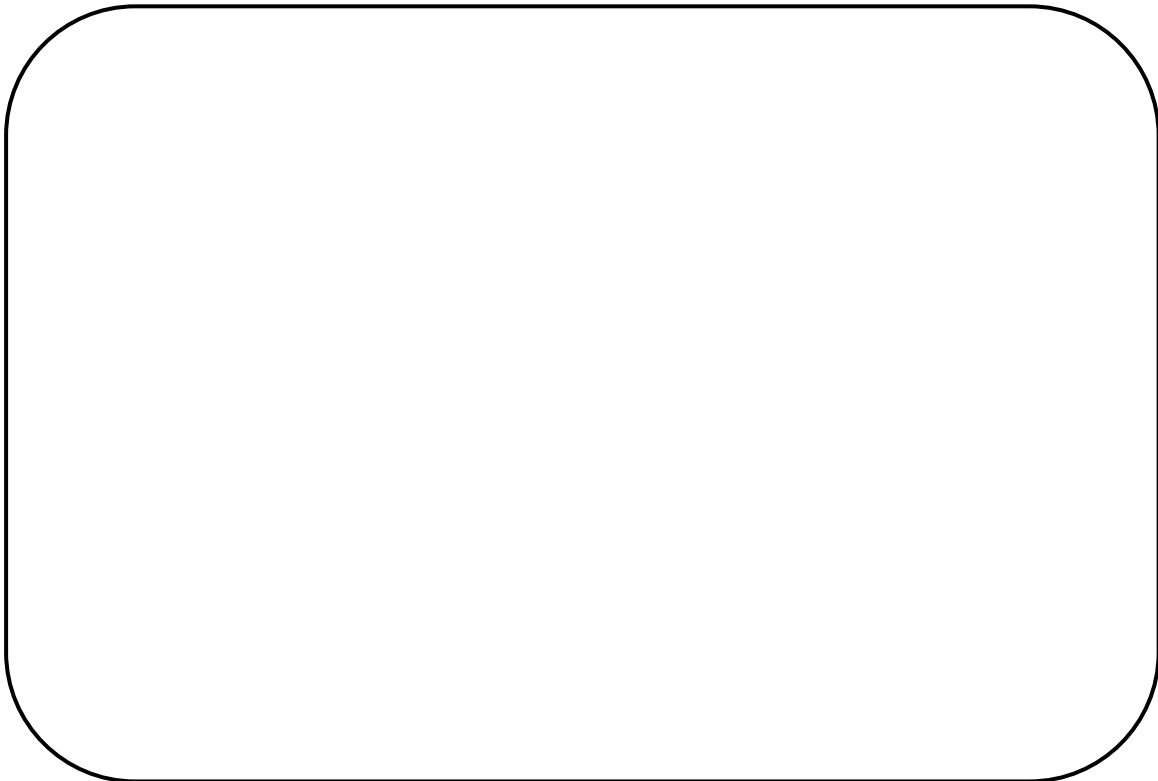
inform

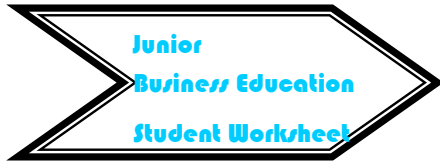
Why did the customer complain about Stephen CHIU?



The telephone dialogues between Stephen and the customer were tape-recorded by the company's telephone system. Stephen's supervisor and the director of customer service listened to the tape-recording. It was found that Stephen was being very polite to the customer. Stephen had patiently explained to the customer why his application for personal loan was rejected. However, the customer was very rude and angry. At the end of the tape-recording, the customer hanged up the phone on Stephen.

If you were the supervisor of Stephen, how would you handle the complaint?





Reply to Customer's Complaint

The Director of Customer Service Department replied with the following letter.

Dear Mr. XXXXXXXX,
XX Feb 20XX

We are sorry to learn about your unpleasant experience with our customer services representative Mr CHIU on XX Feb 20XX. Your application to ABC Credit Service Ltd for a personal loan of \$100,000 was received on XX Jan 20XX. However, we regret that we are unable to approve your application after an investigation of your credit history. If needed, you may consider a re-application by reducing the loan amount to \$20,000 and providing us with a guarantor with good credit history. If you have further inquiry, please contact me at 2123 1111 or at xxxxxxxx@abc_credit.com.hk.

We look forward to serving you in future.

Yours sincerely,

XXXXXXXXXXXXXXXXXX
Director of Customer Service

What are the advantage(s) or disadvantage(s) for the Manager of Customer Service to reply with the above letter?