

# Effective Communication Skills

**Enhancing your Communication Skills can help you to**

- ✓ Be more assertive
- ✓ Better manage conflict
- ✓ Influence and persuade others
- ✓ Build rapport
- ✓ Improve first impression and personal impact



**What are the most important things to make sure I do when I communicate with customers?**

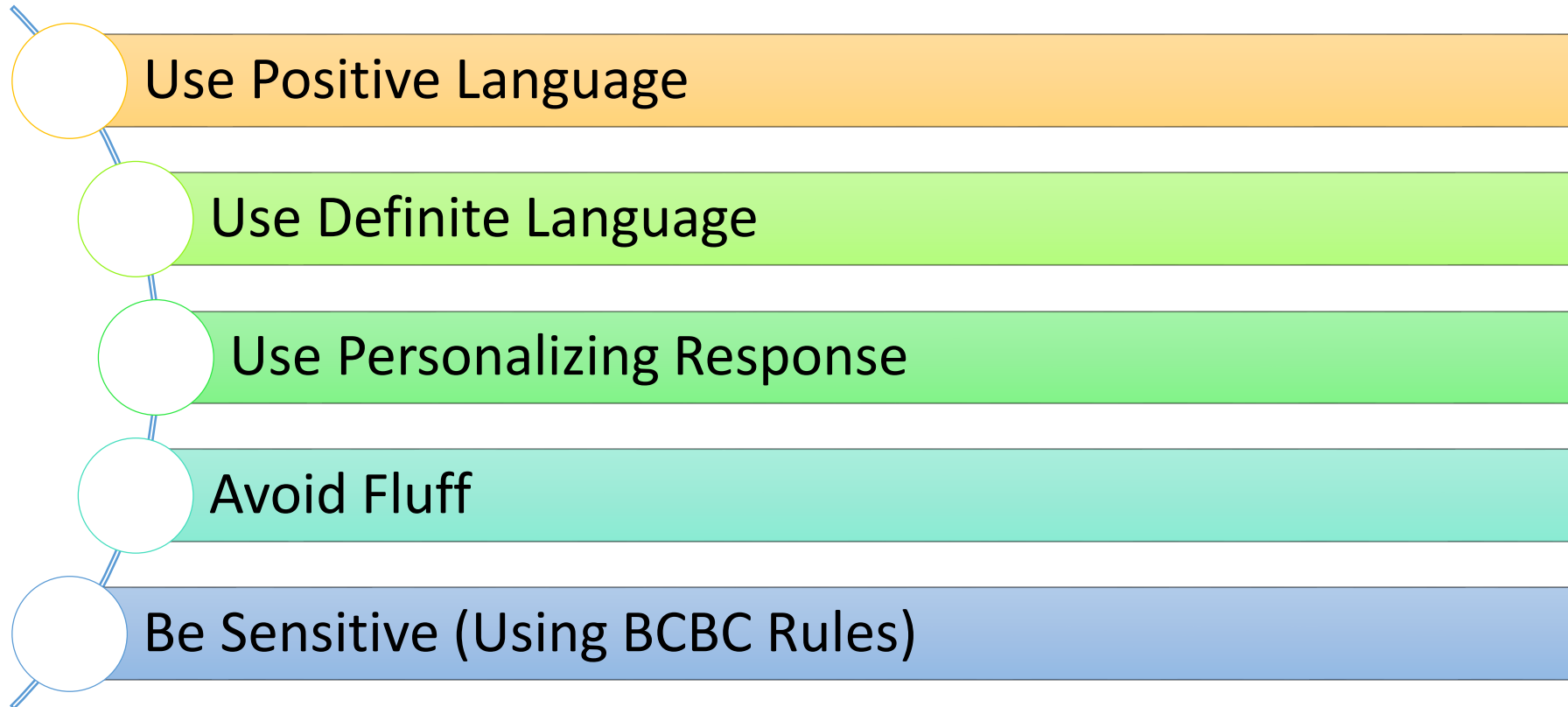
- ✓ Be concentrated
- ✓ Communicate with clarity & concision
- ✓ Find the right tone
- ✓ Pick the correct medium to communicate

## Part 2-Goal of Soft Skills

*The ultimate goal of communication is to ensure the **intended** message is the same as the **perceived** message.*

- *Intended-Sender*
- *Perceived-Receiver*

# Part 3-Application of Soft Skills



# The power of language

- Negative language conveys a poor image to customers
- Positive language shows the customer that we want to help them as best we can and we are working with them – not against them

The emphasis should be on not what **cannot** be done for the customer, but what **can** be done.



# The power of language

- **The following language should be avoided:**
  - Expressions that suggest carelessness:
  - Phrases that suggest the person is lying:
  - Phrases that might be interpreted as sarcastic or patronizing
- **Positive language gives the customer the same information but in a much better and more helpful way**



# 1. Positive Vs Negative Language

***Negative language makes a frustrated customer more frustrated!***  
***Positive language make a frustrated customer happy, not angry!***

- *I am afraid that rebooting your computer is your only solution.*
- *You failed to install Windows 7 properly.*
- *I believe it is best to reboot your computer* ✓
- *What we can do is reinstall Windows 7.* ✓

# Find the Correct Tone

- Being professional
- Being courteous (Using thank you, we appreciate...)
- Being polite
- Avoid being curt, overconfident and arrogant
- Keeping the balance between being tentative and demanding



# Answer Key

Did you get them all correct?



## Good Habits

- Remove Distractions
- Identify tone
- Patience
- Empathising



## Bad Habits

- Not asking questions
- Not responding to what the customer has said
- Jumping to conclusions



## 2. Use Definite Language

- Definite language shows confidence in your own solution
- Definite language helps take ownership of the issue
- Indefinite language does not inspire confidence
- Indefinite language is likely to frustrate the customer

*“Maybe you should try reinstalling Windows 7?”*

*“I recommend that we reinstall Windows XP.”*



# Find the Correct Tone



Not introducing yourself



Using positive words



Using courtesies like "thank you" and "we appreciate"



Being unprepared



Being polite



Using words like 'maybe' & 'possibly'.



Knowing what you are talking about



Using language like 'Cannot', 'No' & 'You're wrong'

# Task

## Definite Vs Indefinite Language

- *Maybe you should reboot the computer.*
- *Please perform a reboot of your computer.* ✓
- *I recommend you reinstall MS Outlook.* ✓
- *I think you should reinstall Windows 7.*
- *It might be best if you re-set your language settings.*
- *The issue is your language settings aren't working in MS Outlook.* ✓

### 3. Personalization

- We are real people dealing with real people
- Customize conversation so that we don't sound like machines

#### Suggestions:

- Vary opening and closing lines
- Structure the solutions
- Customize templates

# Cooperative and Empathetic Communication

## Using the "I message" instead of the "You message"

### "You" Statements

- "You'll have to provide us with a payment date"
- "You're wrong about that"
- "Why are **you** always late?"
- **You** just don't understand me!

### "I" Statements






- "Can I kindly ask you for the payment date of this invoice?"
- "I'm afraid that I disagree with it"
- "I feel anxious when you don't come on time"
- I feel like I'm not being understood.

# Part 4-Avoid Fluff

*What is fluff?*

- *'Too many pleases' and 'thank yous'*
- *"deepest honor/pleasure"*
- *Long closing*
- *Wordy expression*

The Soft Skills Sugar Serving Suggestion

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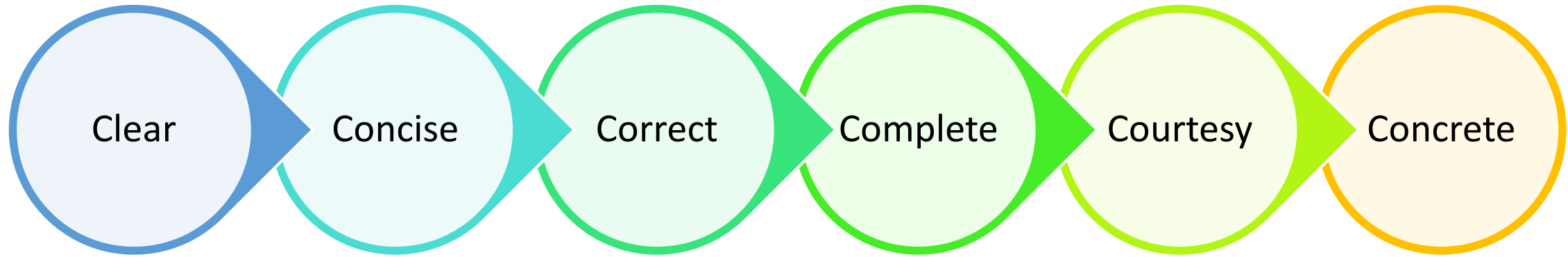
# Communicate with Clarity & Concision

- Avoid ramble on
- Avoid talking excessively
- Avoid using terminology and slang
- Avoid using flowery or verbose language.
- Avoid being wordy
- Use effective language





# The 6 “C” of Effective Language



# BCBC Rules



# Step 1-Using Buffer

*A neutral, non-controversial statement that is closely related to the point of the message;*

***One sentence is all that is needed – don't drag it out.***

*Here are three types of effective buffers:*

- **Appreciation**

Thanks for your feedback/update.

Thanks for letting us know your user experience.

I admire...

(Stop here - don't thank them for asking you to do something you're going to refuse or you'll sound insincere)

- **Praise**

Your feedback/suggestion is very constructive.

- **Being understanding**

I understand how frustrating this is for you.

I would have been pretty upset in that situation, too.

# Tips for using a Buffer

- Never give impression that good news will follow
- Never say “No”
- Don’t use wordy/irrelevant phrases and sentences
- Refrain from using a know-it-all tone
- Avoid apologizing
- Don’t write a buffer that is too long

## Step 2- Adding Causes and Additional Information

*By giving your reasons effectively, you help maintain focus on the issues at hand and defuse the emotions that always accompany significantly bad news.*

***Again, don't drag it out.***

*"We apologize for the delay due to an error in our email system, which is now being resolved."*

*"The response has been delayed and the issue has gotten worse, but it's not that bad. Don't worry. We'll get back to you soon."*






*It's important to briefly explain the cause of an issue and show the way forward. This shows customers that you are responsible and accountable.*

## Step 3-Statting Bad News

- *Clear Statement of the bad news*
- *Offer alternatives if possible*
- *Be positive*
- *Focus on what you can do rather than what you can't do*

# Task

## Negative Phrasings VS Positive Alternatives

- We don't provide the service.
- We only provide...service. 
- Unless we receive the detailed error message, we will not be able to help you.
- We would be happy to help you as soon as we receive the detailed error message. 
- The problem won't be fixed for a day.
- We will get the problem fixed tomorrow. 
- Your request doesn't make any sense.
- Please clarify your request. 
- I regret the misunderstanding.
- I'll do my best to be clearer from now on. 

# Negative Phrasings VS Positive Alternatives

I have learned that you're unhappy.

Thank you for sharing your concerns about the service you received.



You can't.....

One alternative for you could be...



I can't

What I can do is...



But

And



"Bug" or "glitch"

"issue" or "situation"



That's our policy

According to our policy, what we can do for you is...





## Step 4-Offering alternatives

### *Reduce the sting of bad news*

- However, what I can do is XXX.
- How about if I do XXX?
- Would that work for you?
- XXX, while let me tell you what I can do.
- Although XXX, I can XXX.
- The good news is that XXX
- I will be happy to XXX

# Step 5-Closing

1. End with a personalized, forward-looking, pleasant statement.

- We look forward to.....

2. End without Don'ts

- Don't invite further correspondence about the issue.
- Don't repeat the bad news in the closing.

# Tips for Making an Effective Chat

- Willingness to help
- Acquainted with the Product
- Attentiveness
- Patience
- Keeping your head
- Communication Skills
- Use "Positive Language"
- Time Management Skills
- Ability to Handle Difficult Situation
- Persuasion Skills
- Closing Ability

# Discussion

- Hi Peter, this is weird, in fact, this issue is out of our service scope, we team mainly take charge of development issues of azure. Thus, we have no resource to help you.
- Hi Peter, this is weird. In fact, this issue is out of our service scope. Our team mainly takes charge of development issues of Azure. Thus, I'm afraid that there is no related resource to help you. Hope you can understand.
- Since you are not responding for a long time, I'll end this chat. If you have any questions about the development issues of azure, you can still contact us at any time. Have a nice daybye!
- It seems that you might be busy with other tasks now. Since I haven't heard you for a long time, I'll end this chat. If you have any other question about the development issues of Azure, you can contact us at any time. Have a nice day!
- ok, I get it. I am sorry that I am not familiar with Azure Event Grid and not sure if it is in our service scope.
- Ok, I got it. However, since it is out of our service scope, there is no related resource to help you. Hope you understand.
- Are you still there? Please let me know if you require my assistance.
- Hi, may I know what else can I do for you? Shall we go on?

# Discussion

- I am sorry. for now we may not have such clear guidelines since we mainly focus Azure /Office 365 development issue. but we can contact other team to confirm if they have such docs.
- I am sorry that we mainly focus on Azure/Office 365 development issue and there is no related resource to help you. However, I can try my best to contact the proper team for you.
- Hi, Jerry. i am not sure currently we support migration , indeed we mainly focus on development issue and only support Azure /office 365 online part (for more details of our scope , refer to <http://aka.ms/devchat>). i may need some time to do some research and discuss with my team. if this is our of our scope , we will also escalate this issue to the right team. is that ok?
- Hi Jerry, currently we mainly focus on development issue and only support Azure/ Office 365 online part (For more details of our scope, please refer to <http://aka.ms/devchat>). I may need time to do some research and help you to escalate this issue to the right team. Is that ok for you?
- I am sorry. Why not use Sharepoint online?
- May I know the reason why you prefer to... instead of...?
- You can send me emails and I will try my best to help you. but this is my personal assistance since you are non-partner and I cannot make a promise to entirely solve this issue. Is that ok?
- You can send me emails and I will try my best to help you. Besides, it is my personal assistance. Since you're non-partner and I can hardly make a promise to entirely solve your issue. Do hope you can understand. Is that ok?

# Discussion

- Sorry, joseph, our channel mainly takes charge of development issues related to azure and office365 , until now , the issues related to powebi are not in our support boundary now , you can find our support boundary here <http://aka.ms/devchat>
- I'm sorry to tell you that issues related to powebi are out of our service scope. Our channel mainly takes charge of development issues of Azure and Office 365. Please refer to the link for our support boundary in detail. <http://aka.ms/devchat>
- I think that I can add some screenshot to clarify your issue.
- I'd like to add some screenshots to help clarify your issue.
- Hi Chris, as I know there are some latency in billing , but until now , billing issues is not in our team;s support boundary , our team mainly take charge of development issues related to azure or office365 , for billing issues , I recommend u open a ticket in azure portal
- Hi Chris, as I know, there are some latency in billing. However, our team mainly takes charges of development issues. As for billing issue, they are out of our service scope. Thus, I recommend opening a ticket in Azure Portal.