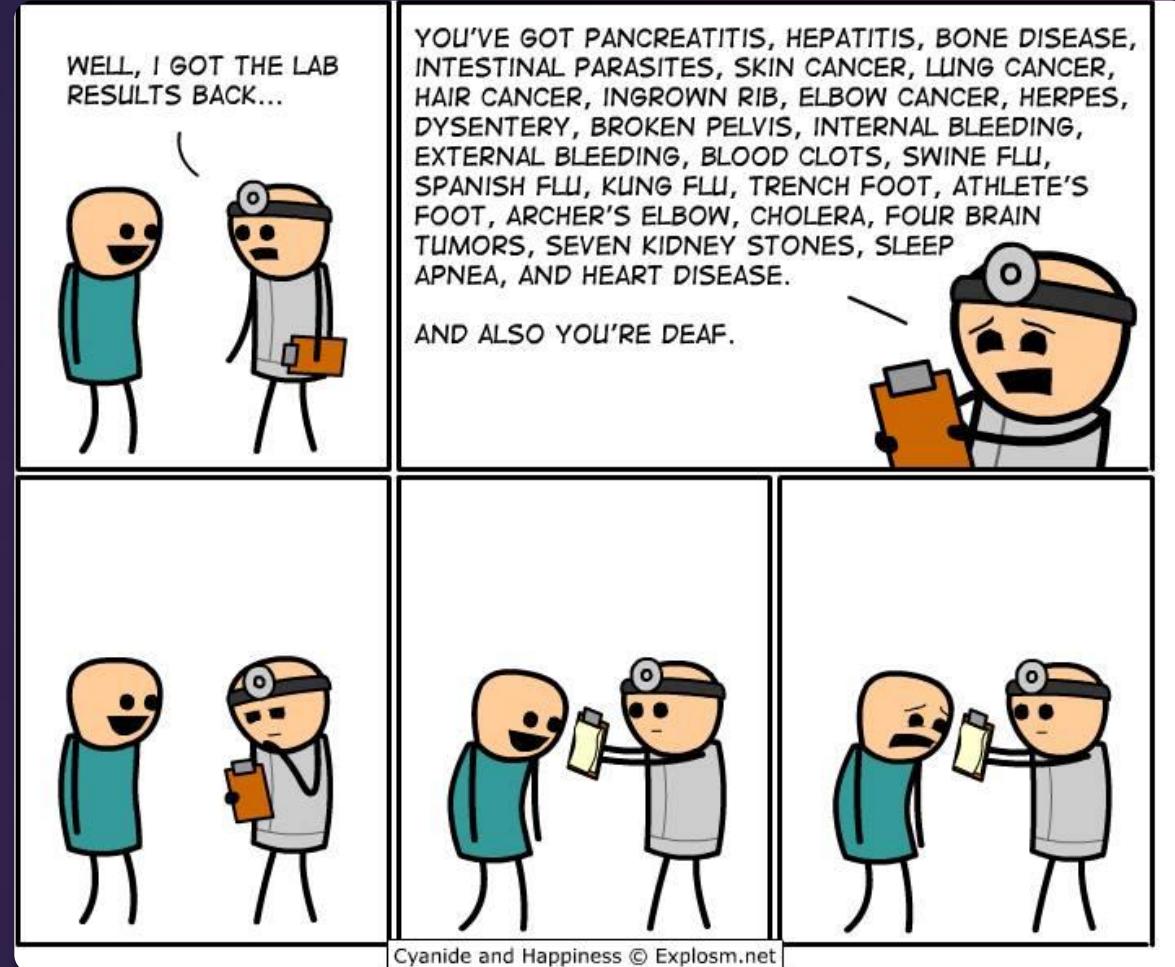


# COMMUNICATION



# WHAT IS COMMUNICATION?



A bridge between confusion  
and clarity



Exchange of meanings



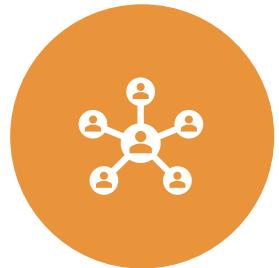
# EFFECTIVE COMMUNICATION



Speak to express not  
to impress!



Listen to understand  
not to reply



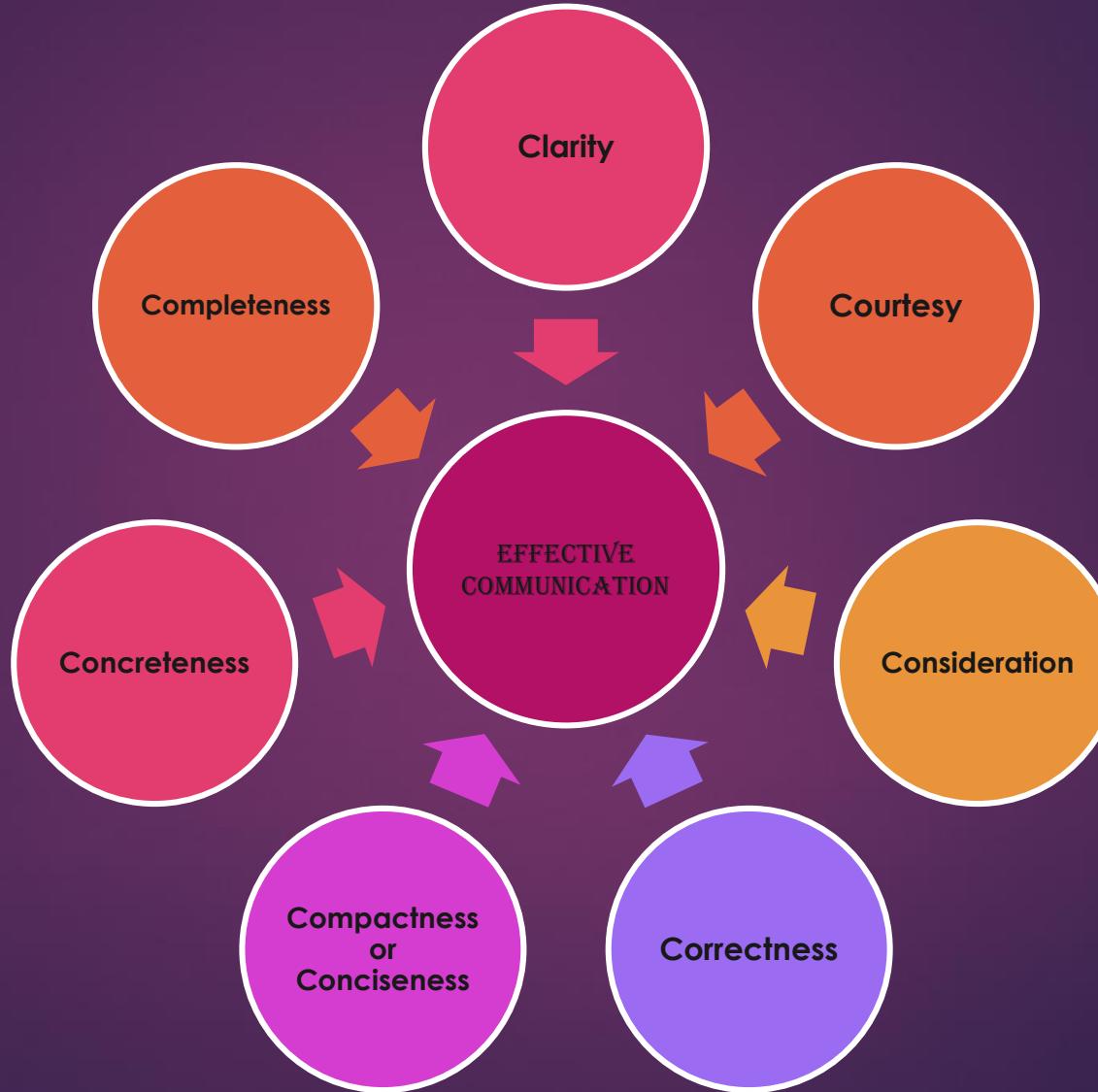
Communication must  
be **Honest, Open, Two-way**



It must be meaningful  
to the recipient, not  
ourselves



# PRINCIPLES OF COMMUNICATION-7Cs



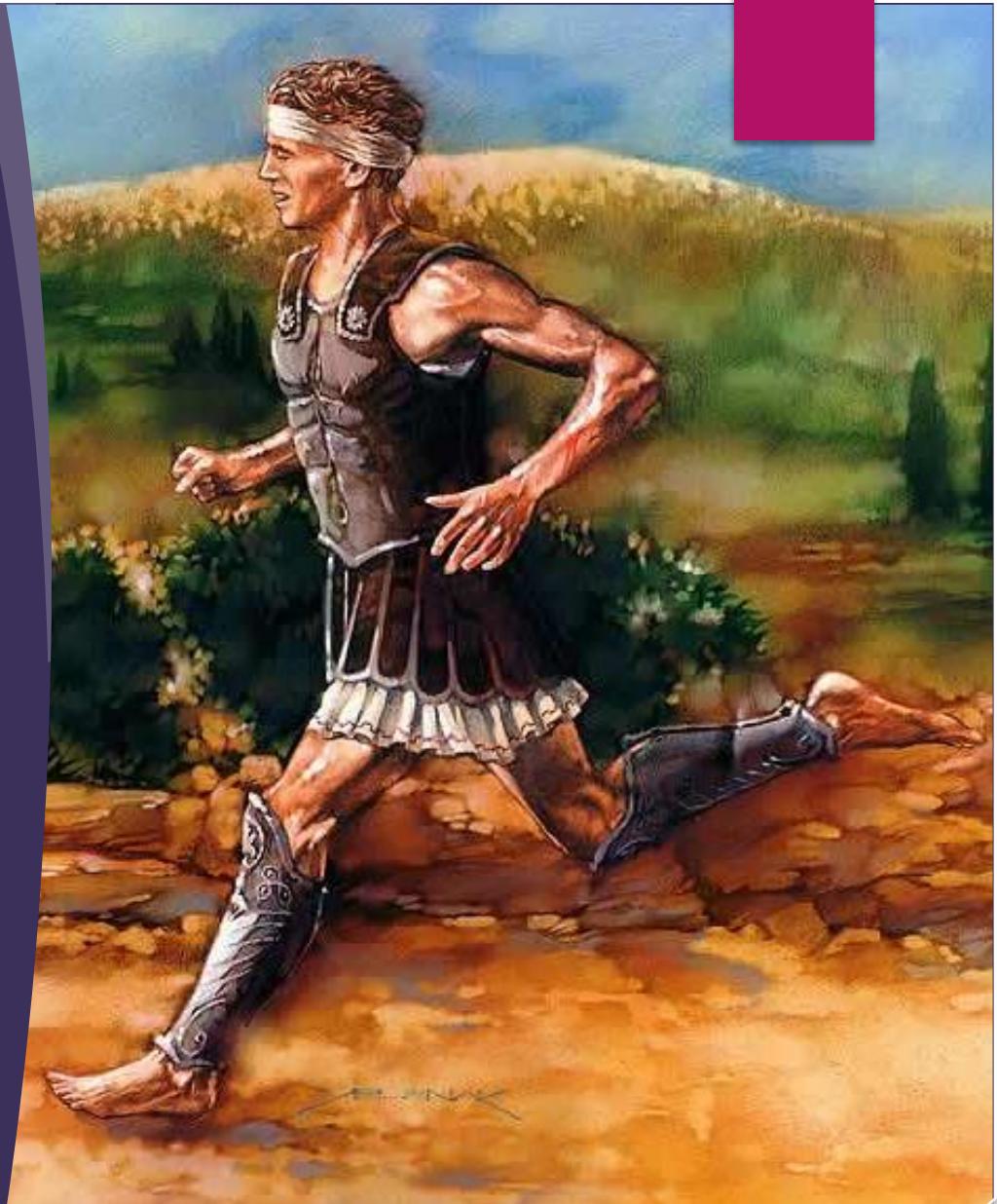
# EVOLUTION OF COMMUNICATION-I STAGE

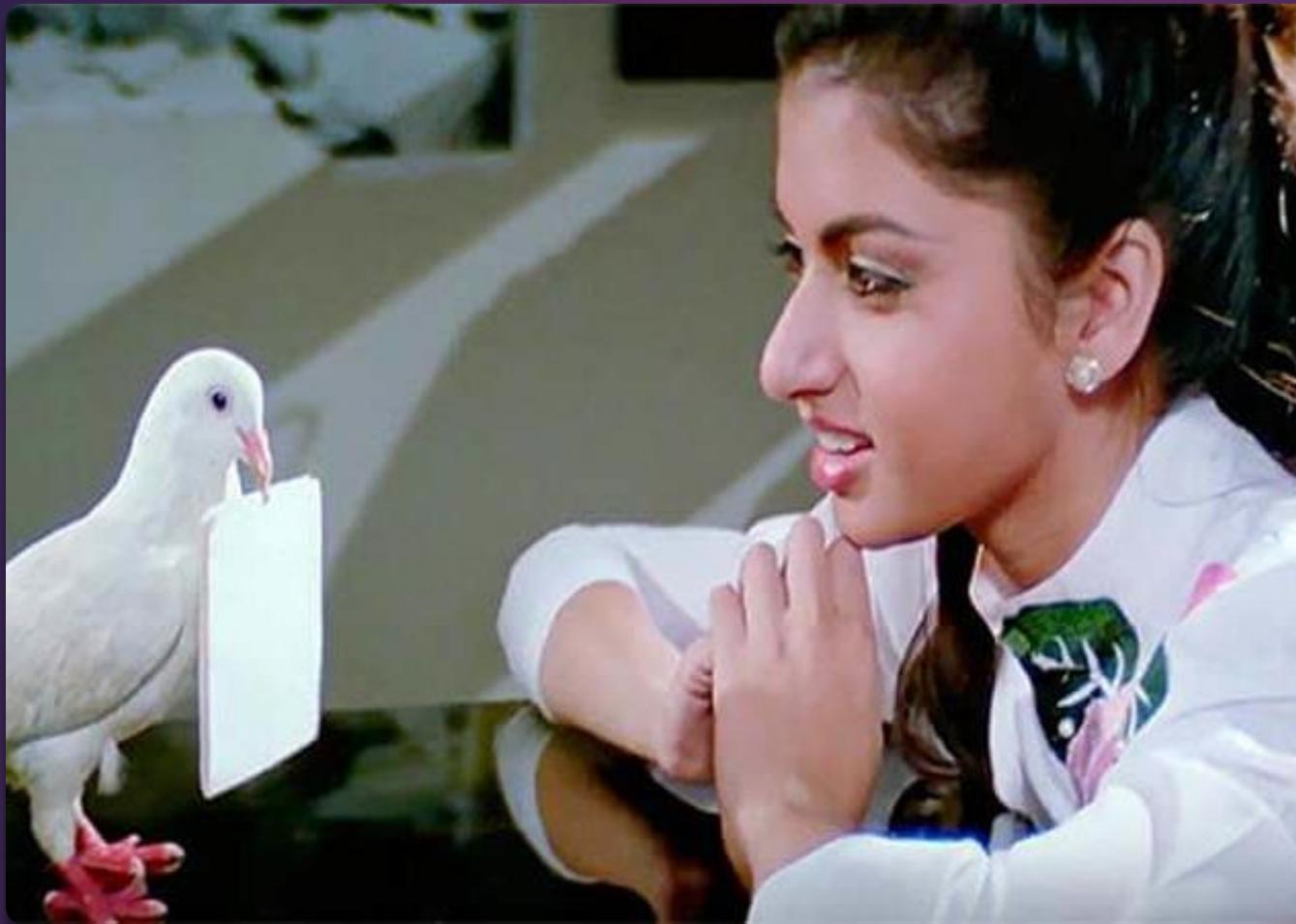
Sender

Message

Transmission channel  
(Human)

Receiver





II STAGE



## II STAGE





## II STAGE

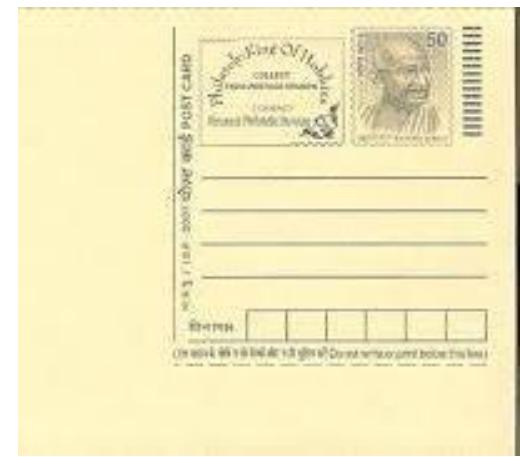
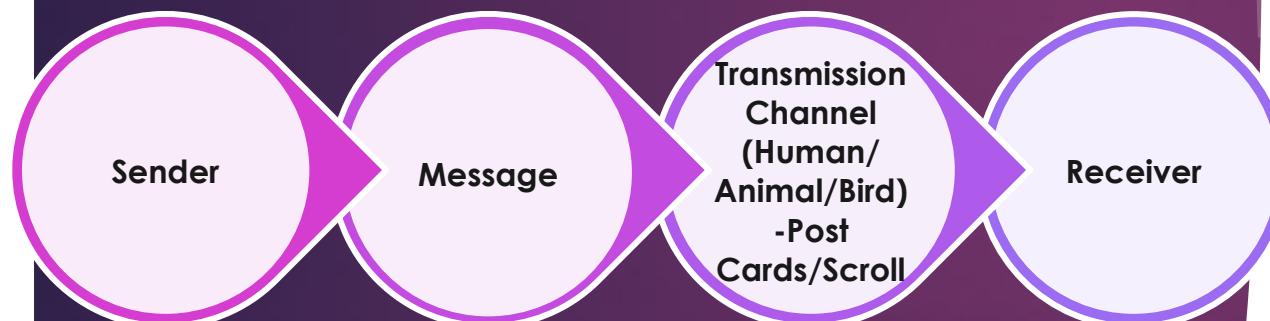




II STAGE



## II STAGE



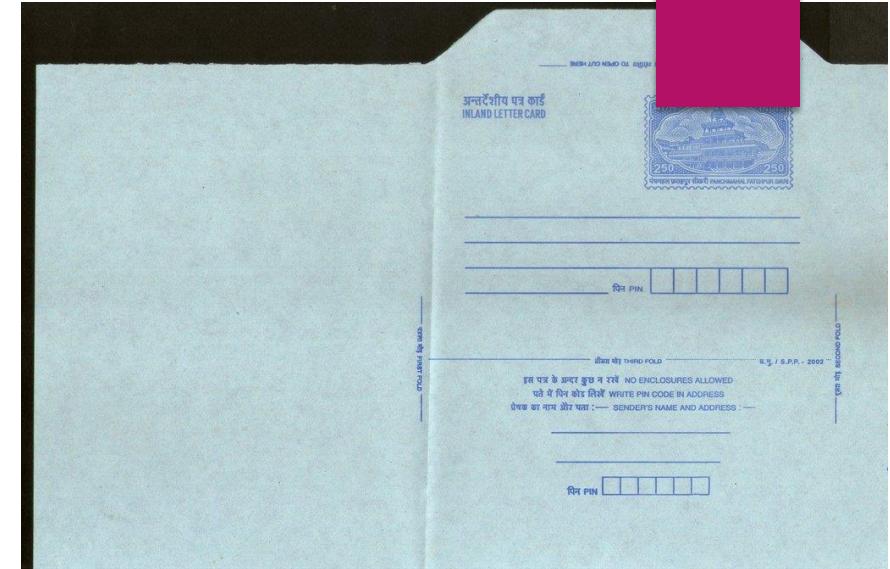
# III STAGE

Sender

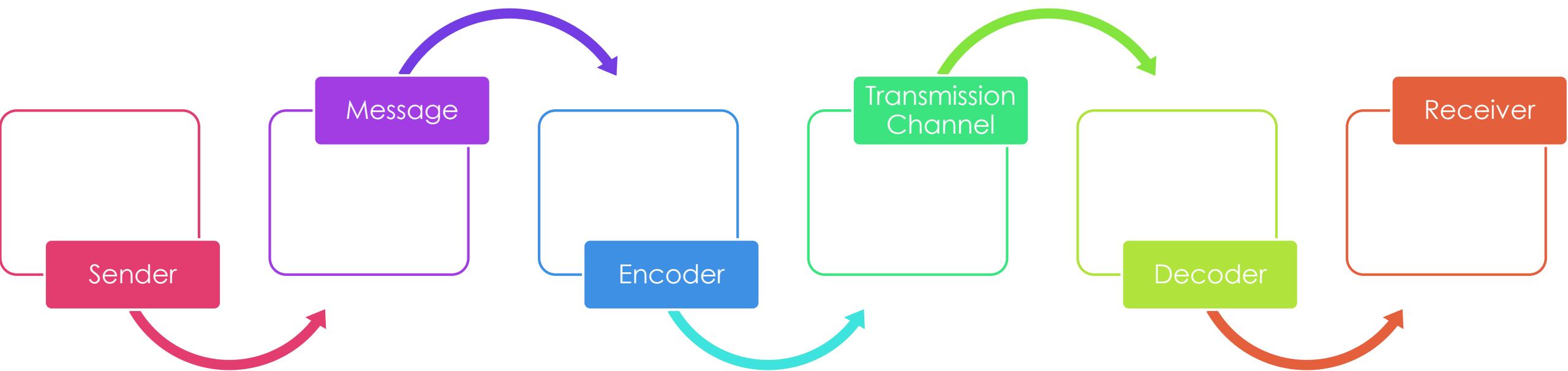
Message

Transmission Channel (Inland Letter/Letter in an envelope)

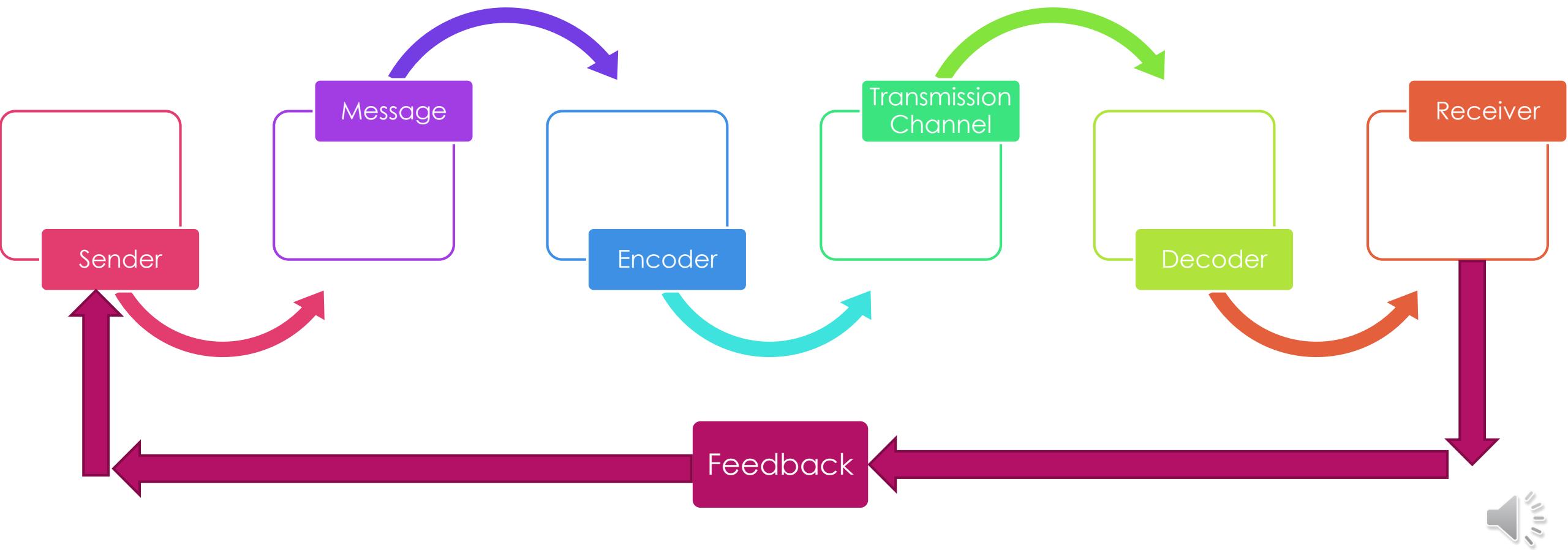
Receiver



# IV STAGE



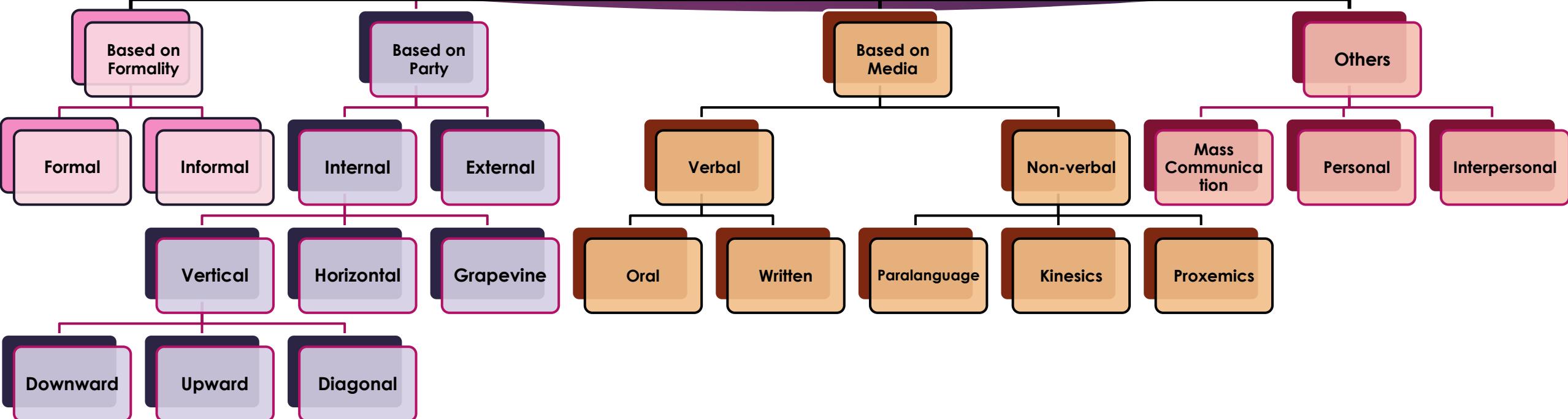
# V STAGE-PRESENTLY USED



# TYPES OF COMMUNICATION



# Communication



**Based on  
Formality**

**Formal**

**Informal**



**Based on  
Party**

**Internal**

**External**

**Vertical**

**Horizontal**

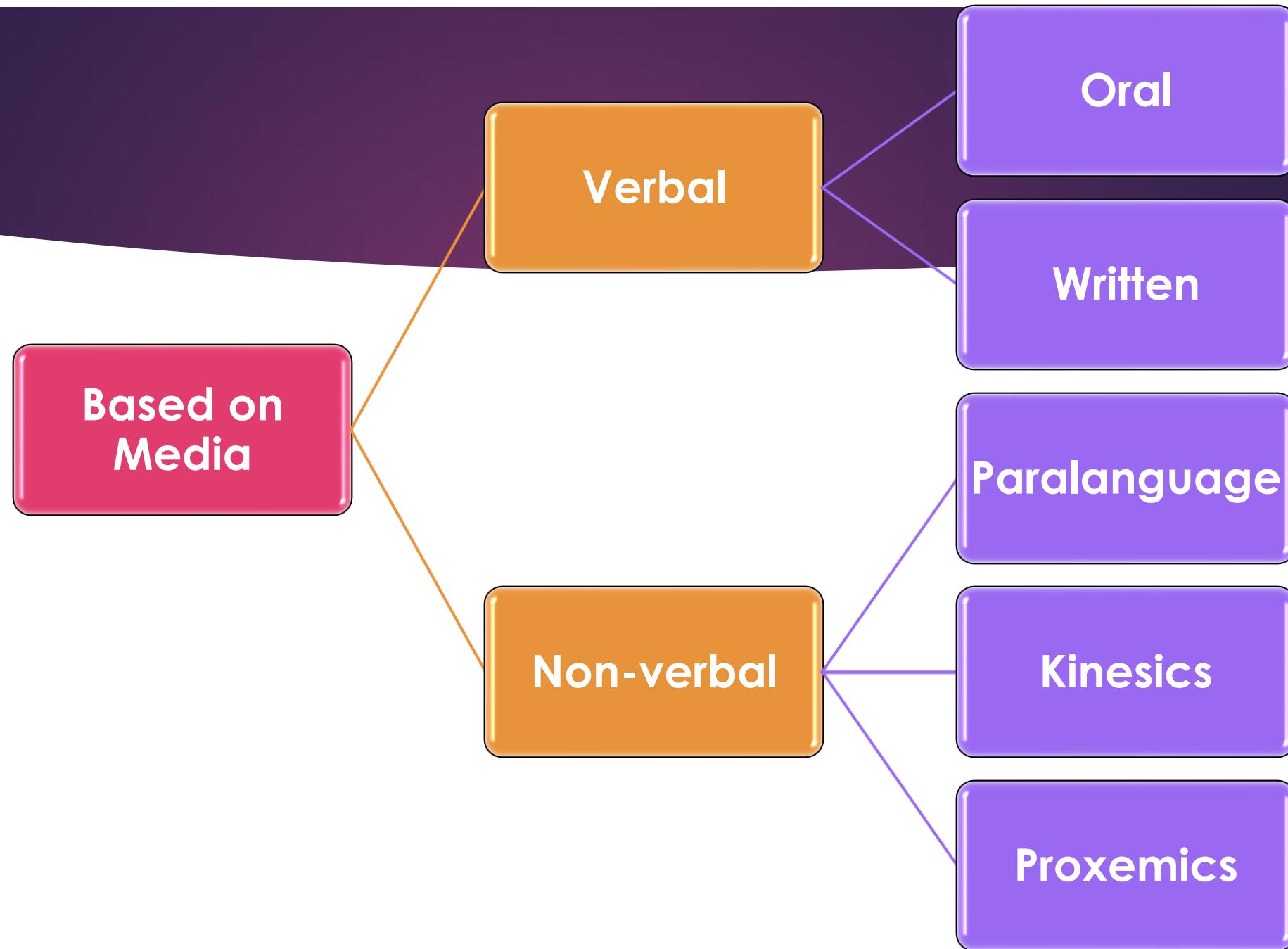
**Grapevine**

**Downward**

**Upward**

**Diagonal**







Face-to-face



Letters & Post



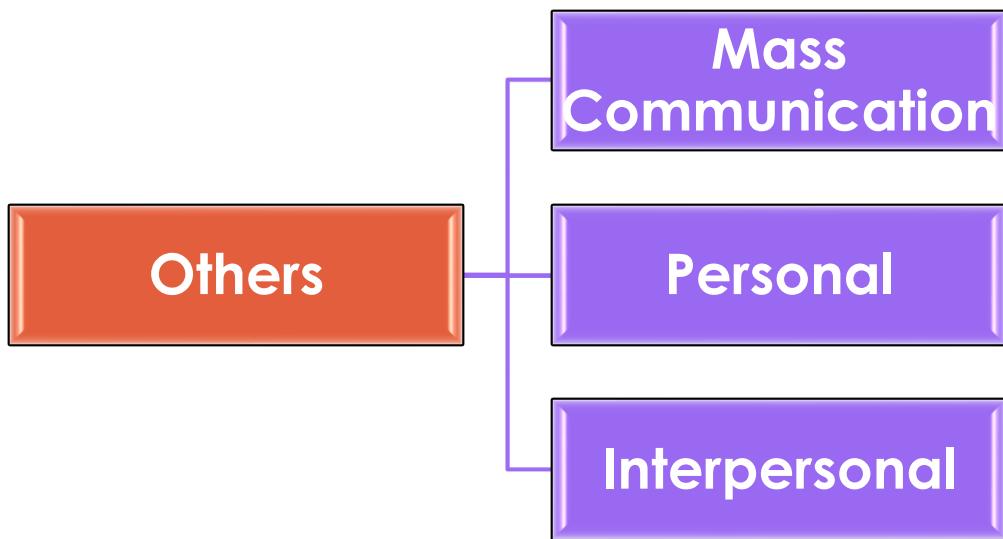
The telephone



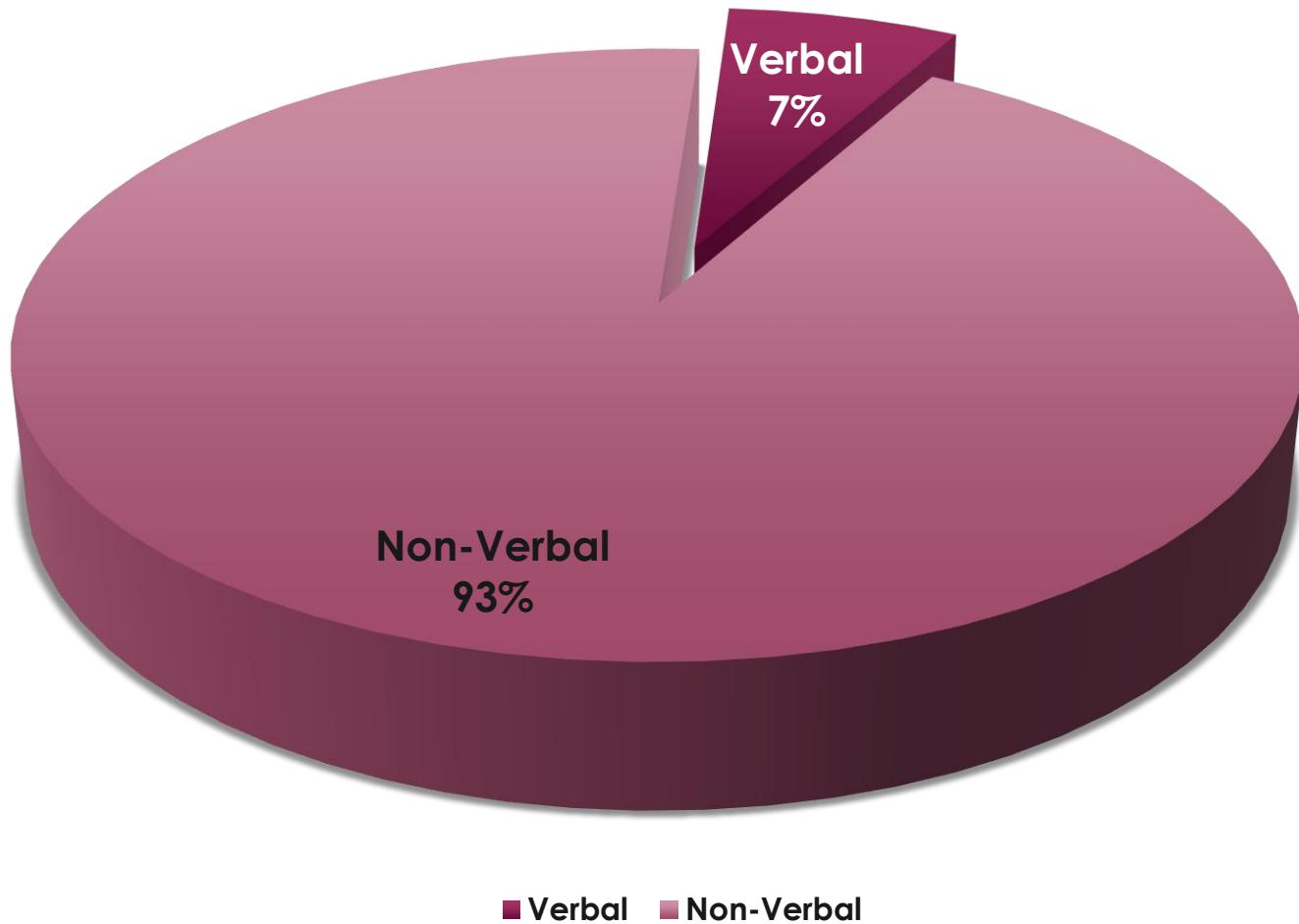
Emails



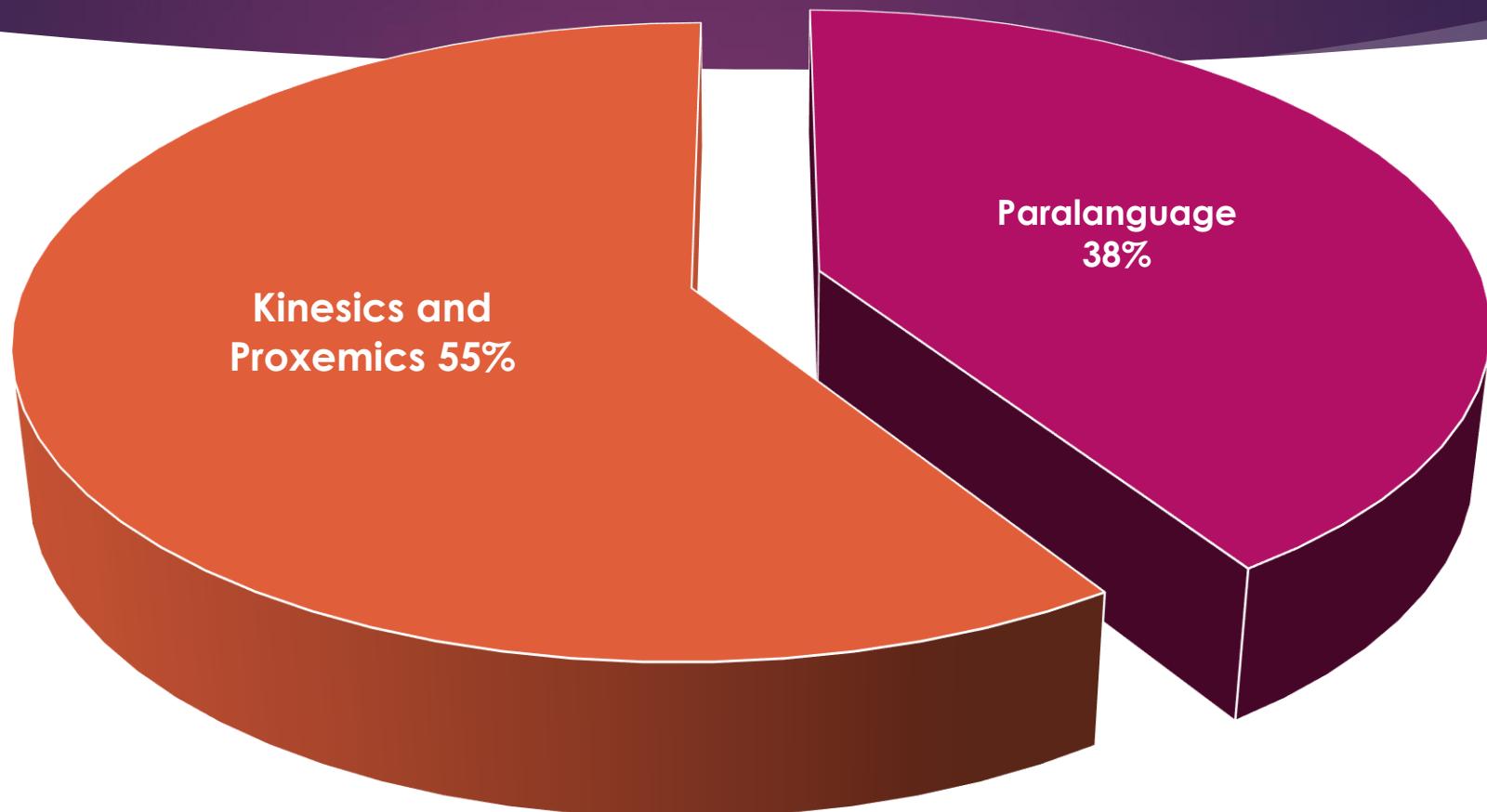
	INTERPERSONAL COMMUNICATION	INTRAPERSONAL COMMUNICATION
	Referring to something that occurs between people	Referring to something that occurs within oneself
	Two or more people	Just you
	When you want to communicate with others	When you want to plan, reflect, get closer to yourself
	Phone, Computer, TV, In-person, Letters	Mind, Diaries, Audio Recordings
	Exchange of ideas	Thought and analysis



# HOW DO WE COMMUNICATE?



# NON-VERBAL COMMUNICATION



■ Paralanguage ■ Kinesics and Proxemics



# PARALANGUAGE

How you say what you say!

Sentences	Possible Meaning
I never said that	I didn't say it. Somebody else might have.
I <u>never</u> said that	At no time did I ever say that. What makes you think I did?
I never said <u>that</u>	I didn't say it in so many words. I may have implied it, but I didn't say it.



# PARALANGUAGE COMPONENTS

Voice Qualities

Voice Qualifiers

Vocal  
Characteristics

Vocal Fillers  
and  
Segregates



# VOICE QUALITIES



VOLUME



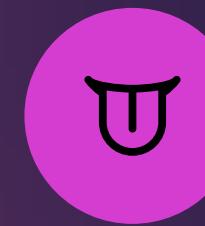
RATE OF SPEECH



PITCH



RHYTHM



PRONUNCIATION  
AND ENUNCIATION



# VOICE QUALIFIERS

Temporary  
variations  
in

- Pitch
- Rate of Speech
- Volume



# VOCAL CHARACTERISTICS

Audible sounds which serve to communicate some meaning



# VOCAL FILLERS AND SEGREGATES

## Fillers

### Meaningful

Right

You've  
understood, right?

Okay

Meet me at the  
coffee shop,  
okay!

You know

It was a big  
bear, you know?

Like

Sunehri is a fan of  
yours. Like  
forever!

Basically

Basically, I am  
from Dehradun.

I mean

You are the best. I  
mean, the best!

Well

Well, my name is  
Sakshi



# VOCAL FILLERS AND SEGREGATES

Segregates

Meaningless

Er..

Er.. Will you lend  
me some money  
please?

Umm..

Umm.. Can't seem  
to recall the  
answer!

Uhh..

Uhh.. My dog ate  
all your food

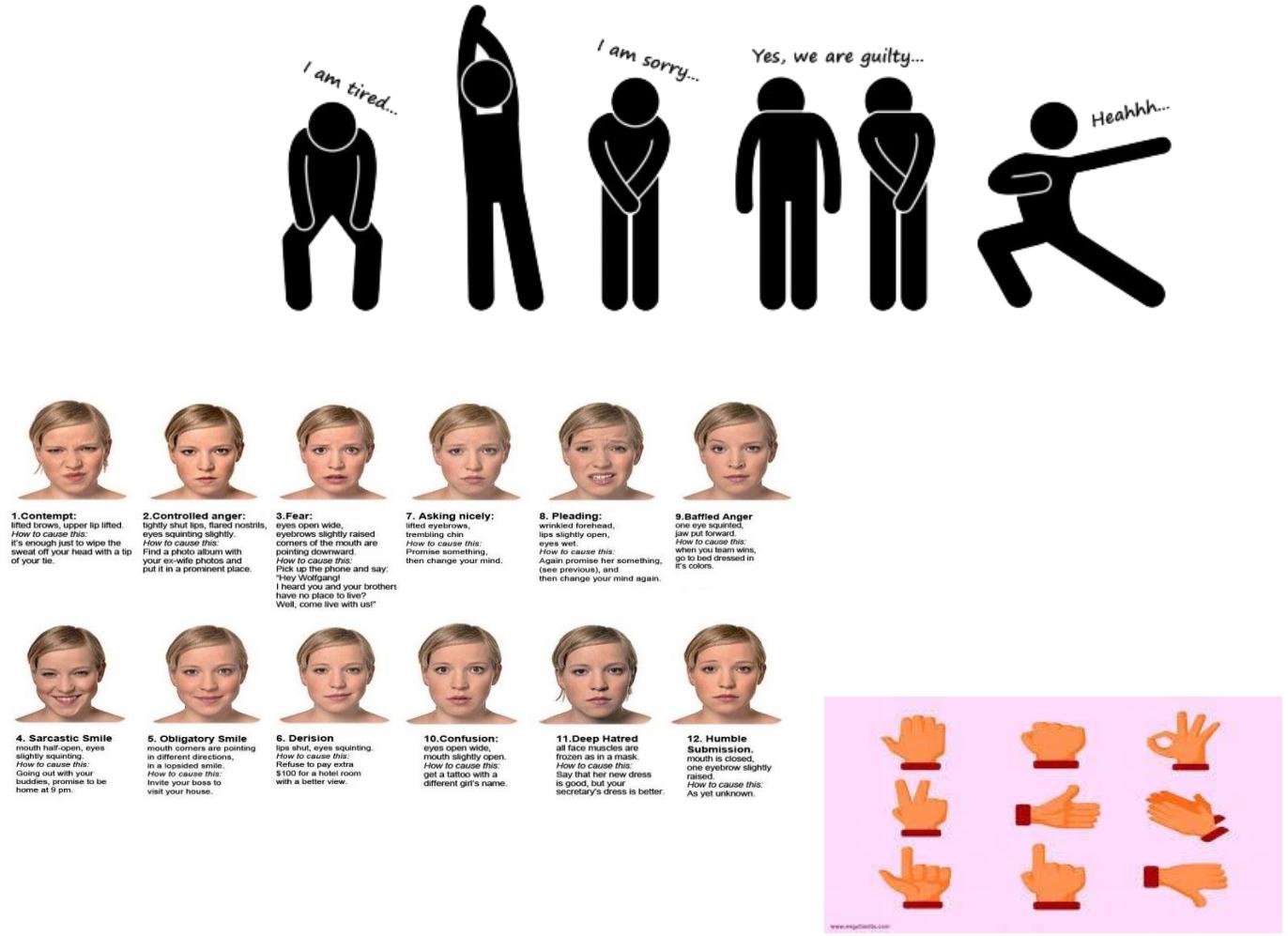
Hmm..

Hmm.. I like  
the pink dress.

Aww..

Aww.. The baby  
is so cute





# KINESICS

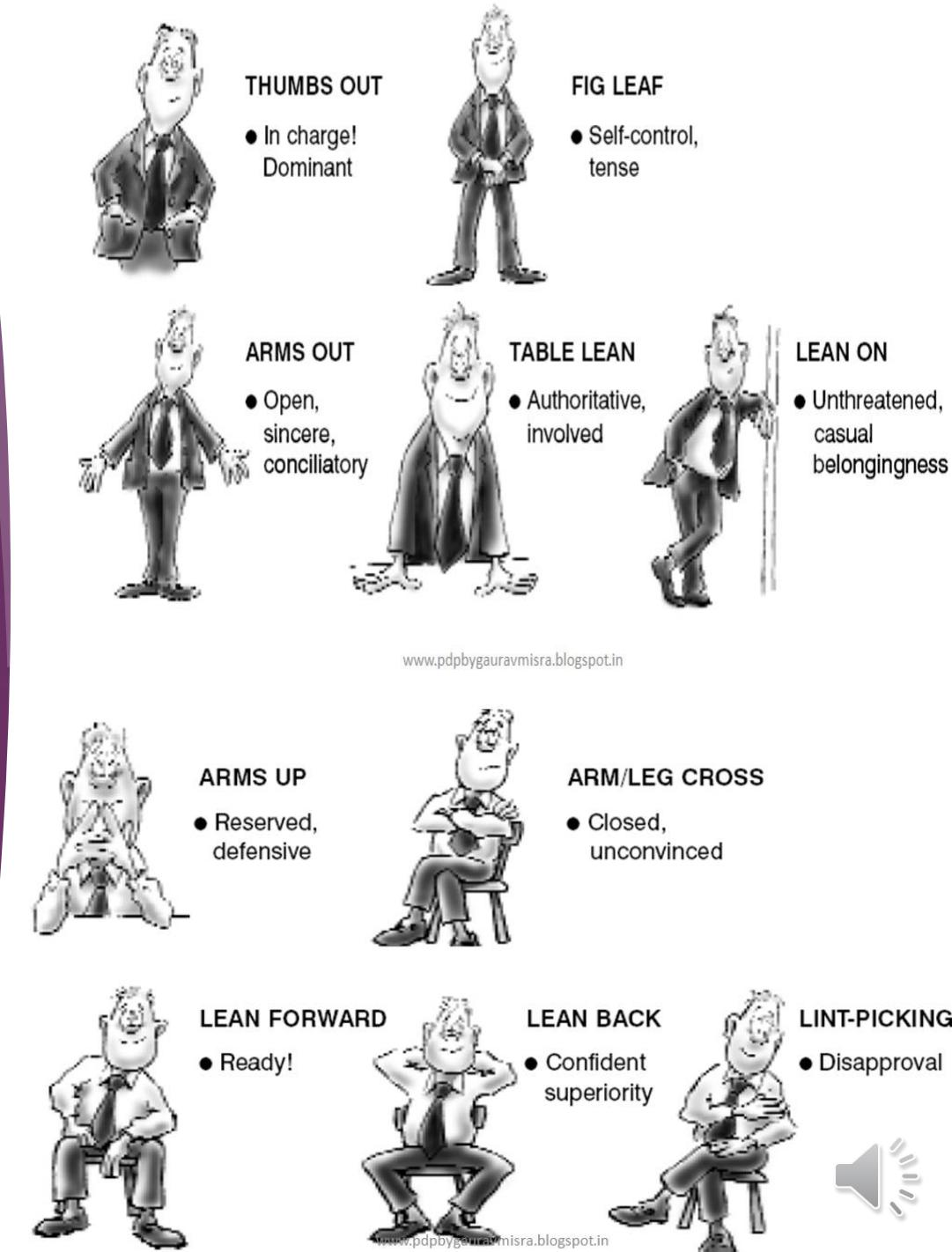
HAND AND BODY MOVEMENT  
FACIAL EXPRESSIONS



# POSTURE

The way people sit or stand

- ▶ Reveals about attitude and emotions
- ▶ Portrays confidence, anxiety, fear, aggressiveness etc.



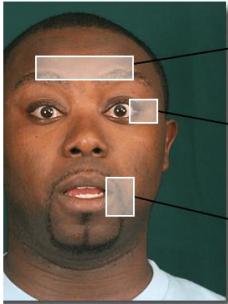
# GESTURES

- Emblems
- Adaptors
- Illustrators
- Regulators



# FACIAL EXPRESSIONS

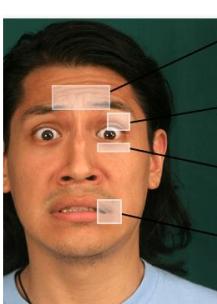
## Face of Surprise



©PaulEkmanGroup

Surprise

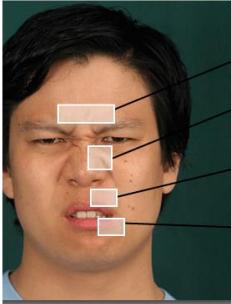
## Face of Fear



©PaulEkmanGroup

Fear

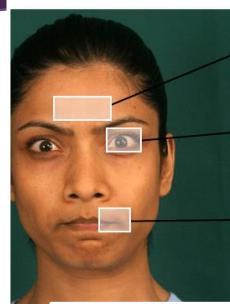
## Face of Disgust



©PaulEkmanGroup

Disgust

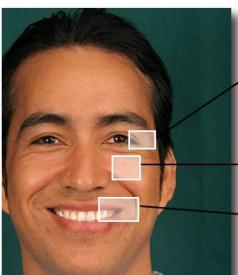
## Face of Anger



©PaulEkmanGroup

Anger

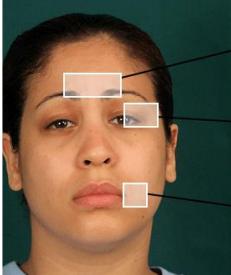
## Face of Happiness



©PaulEkmanGroup

Happiness

## Face of Sadness



©PaulEkmanGroup

Sadness



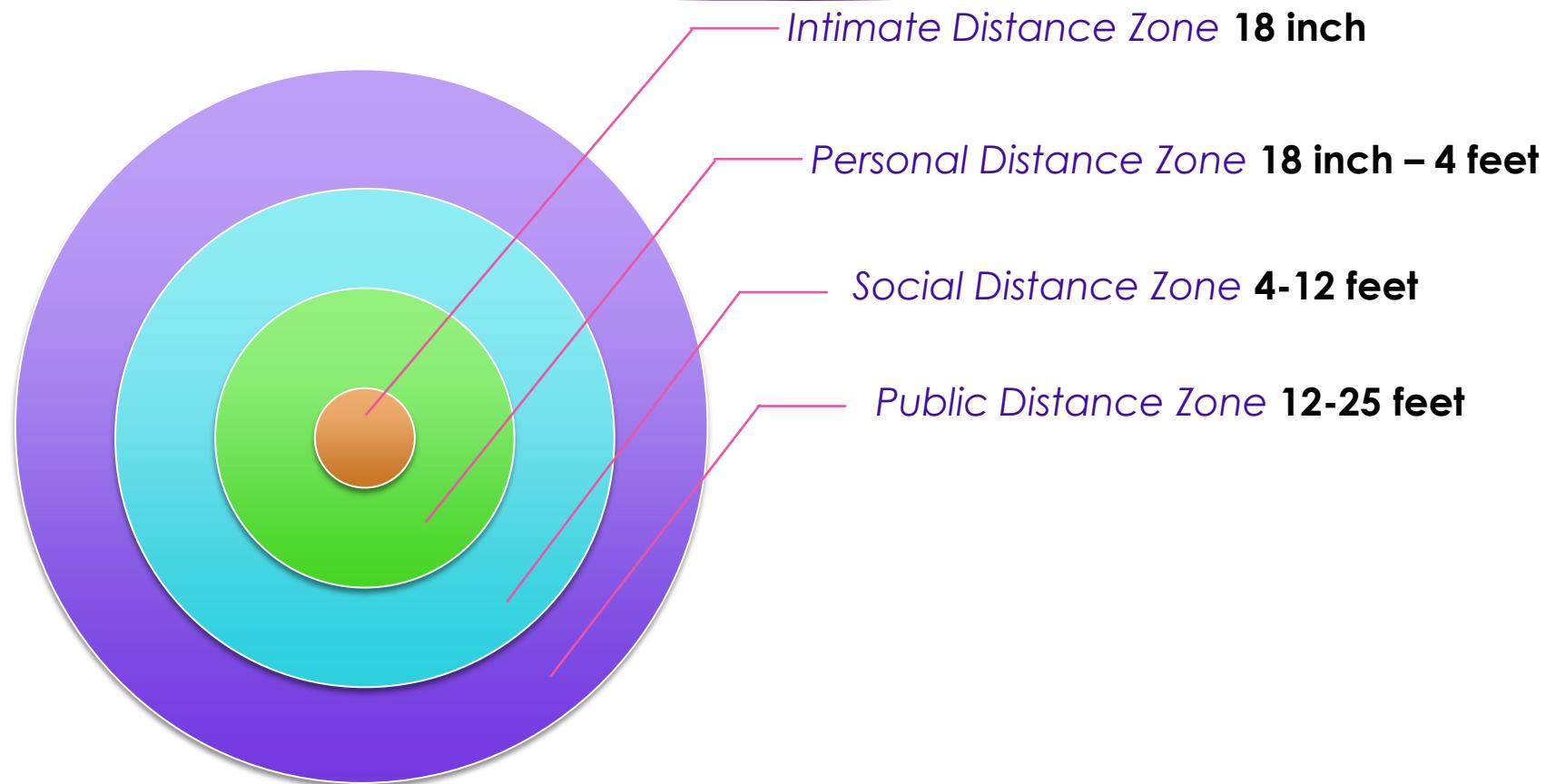
# PROXEMICS

Study of how people use physical space around them and what this use says about them.

Personal Feature Space:  
Invisible boundary that people make between others and themselves.



# PERSONAL FEATURE SPACE CATEGORIES



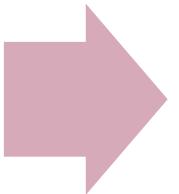


# ETIQUETTE OF TELE- COMMUNICATION



# WHAT IS IT?

Tele means  
Long  
Distances

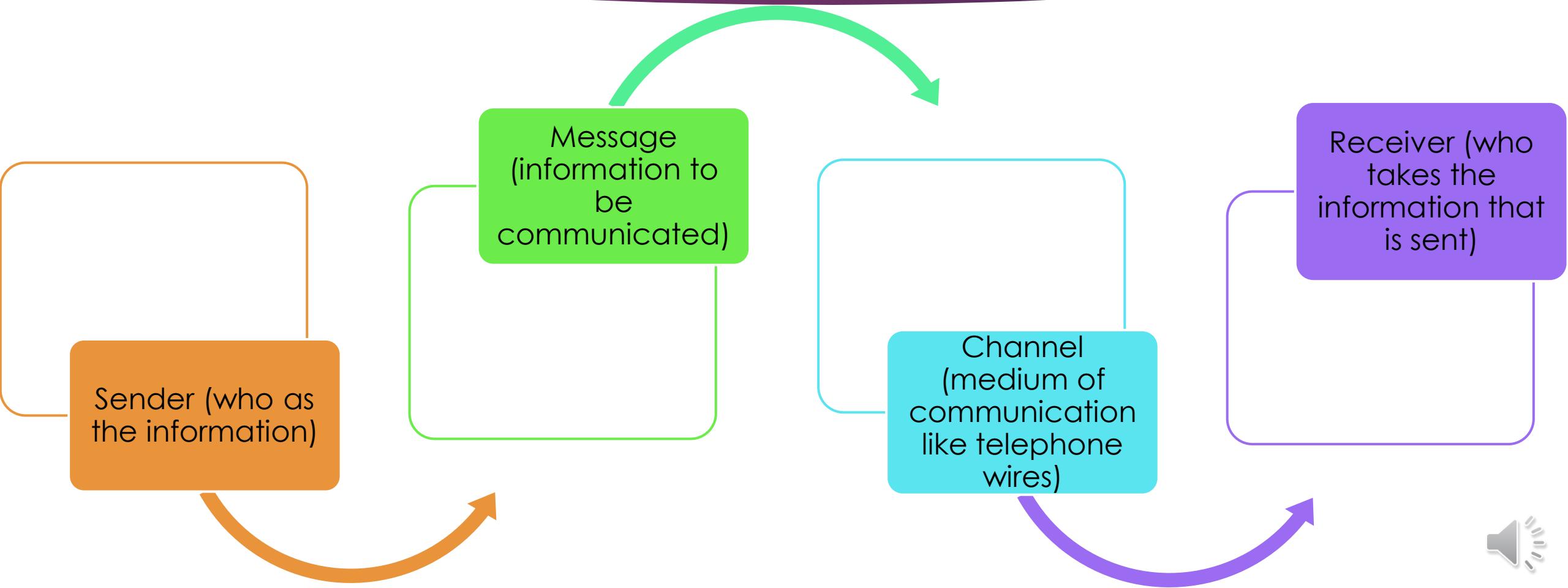


Phono means  
Sound, voice  
or speech

Transmission of message through phone



# TELECOMMUNICATION PROCESS



# ACING THE TELECOMMUNICATION

The party with whom you are making a telecommunication forms a mental PICTURE of the speaker. This process can be aced by employing the PICTURE technique:



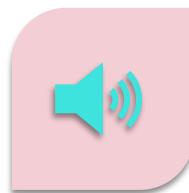
PITCH



INFLECTION



COURTESY



TONE



UNDERSTANDING



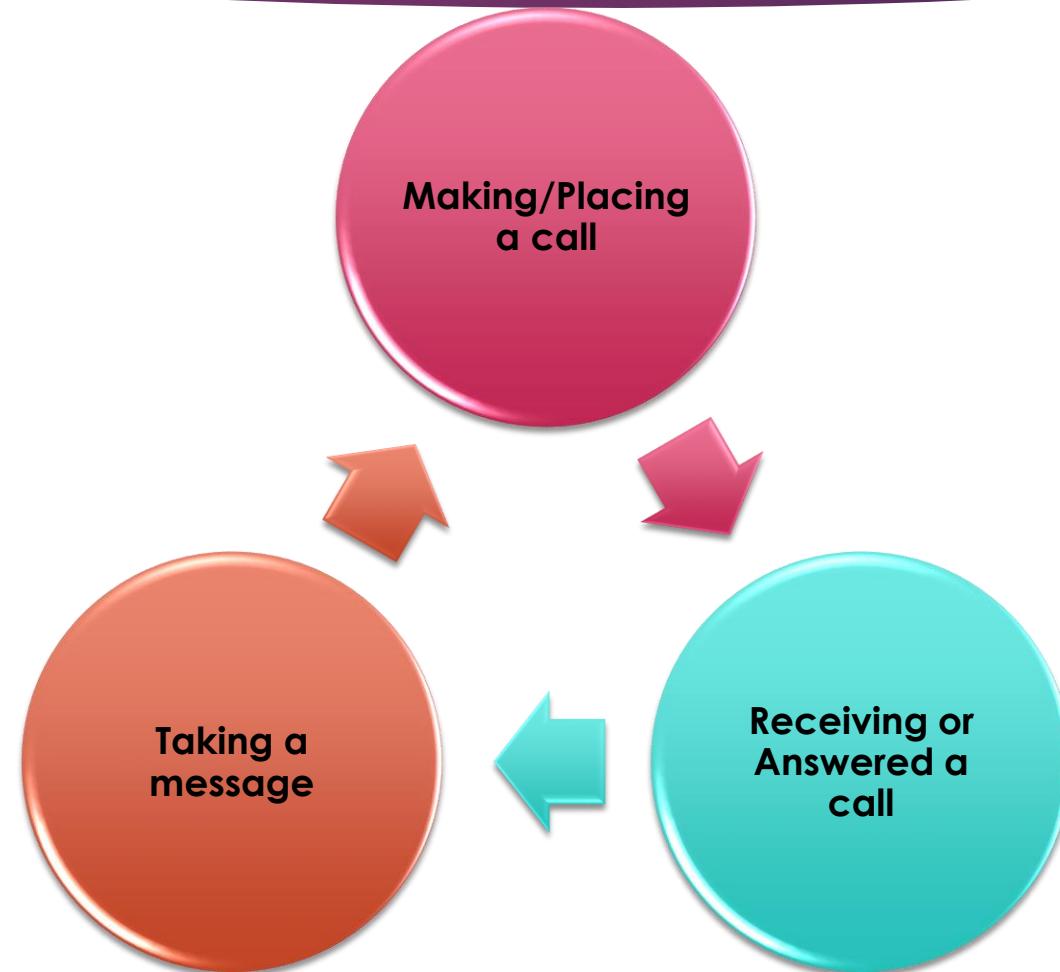
RATE OF SPEECH



ENUNCIATION



# WAYS OF USING A TELEPHONE FOR COMMUNICATION



# MAKING A CALL

Prepare well before you make a call

Check the international time differences to know the time of the locale you are calling

Be sensitive to the customs, culture and ways of the person you are calling

Send a message or an e-mail before calling, if possible

Make your sound and tone work for you. Smile as if you were meeting in person!

Be enthusiastic, but slow down the pace while speaking over the phone

Keep a positive atmosphere and be efficient

Simpler the language, better the understanding

Concentrate when you listen and never interrupt someone on the other line.

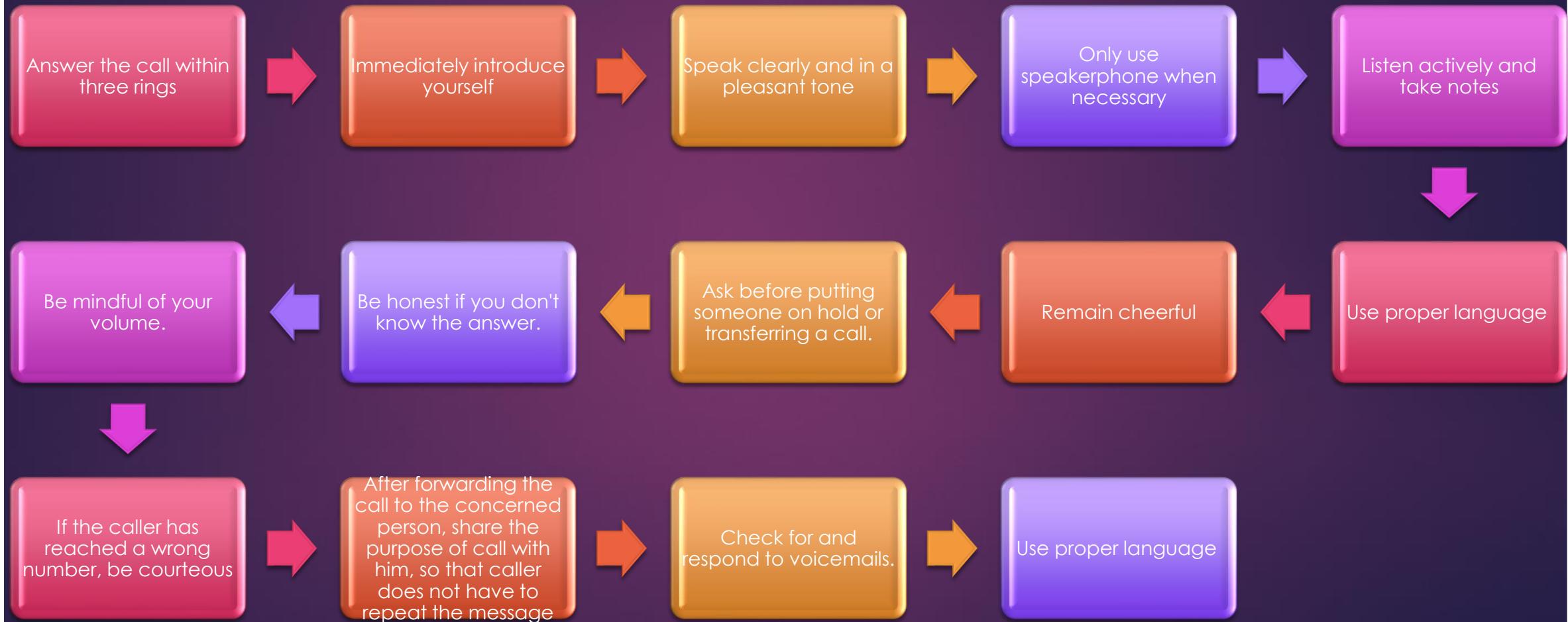
Ask for confirming your message and the contact number when dealing with a message taker

Try to return message calls in the same business day

Send a follow-up mail to confirm the things agreed by telephone or to check that there has been no misunderstanding in the conversation



# STEPS FOR RECEIVING A CALL



# STEPS FOR TAKING MESSAGE

Be prepared with pen and message slip when you answer the call and write legibly

Always write the message, don't rely much on your retention capacity

When taking messages, be sure to ask for:

- Caller's Name (ask the caller for correct spellings)
- Caller's contact number and/or extension
- If the caller is a customer, ask for the customer ID
- Ask what the call is regarding

Repeat the message to the caller

Be sure to fill in the time , date and your initials

Before transferring the call to the concerned person's voicemail, but miss out on taking the permissions of doing it from the caller

Attention: \_\_\_\_\_

From: \_\_\_\_\_

Of: \_\_\_\_\_

<input type="checkbox"/> TELEPHONED	<input type="checkbox"/> PLEASE PHONE
<input type="checkbox"/> CALLED TO SEE YOU	<input type="checkbox"/> WILL CALL AGAIN
<input type="checkbox"/> WANTS TO SEE YOU	<input type="checkbox"/> URGENT

Phone No: \_\_\_\_\_ Date: \_\_\_\_\_

Message: \_\_\_\_\_

---

---

---

---

---

---

Taken by: \_\_\_\_\_



# PUTTING THE CALL ON HOLD

1

When putting the call on hold, always ask the other party before doing it

2

Don't forget to press the hold button so that your conversion is not overheard

3

Don't keep the person on hold for a long time. If it can't be avoided, then return to the call periodically or offer to call the person back and ensure a return call

4

Apologize to the person if you have taken more than usual time for holding the call

5

When taking the call off of hold, thank the person for showing the patience



# TRANSFERRING THE CALL

If the caller wants to speak to another person, deal with that patiently. Or if you cannot handle the query, offer to transfer the call

Let the person know to whom/where are you transferring the call to

Transfer the call directly to the concerned person, not to the operator

Inform the person to whom the call has been forwarded to about the agenda. This saves the caller from repeating the same information



# ENDING CONVERSATION

Before hanging up be sure that you have answered all the questions of the caller

If the call is taking a lot of time to get completed, promise to finish the discussion at another time

Tell the person that talking to him was a pleasant experience

Ask the caller to hang up first. This shows that you were not in a hurry to finish the call

Always end with a pleasantry, "Have a nice day!" or "It was nice speaking with you!"



# WATCH YOUR LANGUAGE

Refrain from using words and phrases such as:

- “Huh?”
- “Yeah”
- “I don’t know where he is”
- “She’s at lunch, call back later”
- “He’s not here”
- “I don’t know where he is or when will he be back”



# WORDS AND PHRASES, YOU USE

“I am sorry”

“Would you like  
to leave your  
number?”

“Thank you.”

“May I put you  
on hold?”

“Please.”

“I am sorry to  
keep you  
waiting.”

“May I take a  
message?”

“He is away from  
his desk. May I  
have him return  
your call?”



# WHAT YOU MEAN VS HOW YOU PUT IT ACROSS

What you mean:	Tell the caller:
"He is out."	"He is not in the office at the moment. Would you like to leave a message on his voicemail?"
"I don't know where he is."	"He has stepped out of the office. Would you like to leave a message on his voicemail?"
"He is in the men's room."	"He has stepped out of the office. Would you like to leave a message on his voicemail?"
"He hasn't come in yet."	"I expect him shortly. Would you like to leave a message on his voicemail?"
"She took the day off."	"She is out of the office for the day. Can someone else help you or would you like to leave a message on her voicemail?"
"He doesn't want to be disturbed."	"He is unavailable at the moment. Would you like to leave a message on his voicemail?"
"She is busy."	"She is unavailable at the moment. Would you like to leave a message on her voicemail?"



# DON'TS OF TELECOMMUNICATION

## Don't

Argue or offer any promises

Interfere, just listen

Get angry or become defensive

Pass the complainant to the other person without informing or seeking prior permissions

Agree or disagree, accept or deny- simply record what the person is saying and summarize

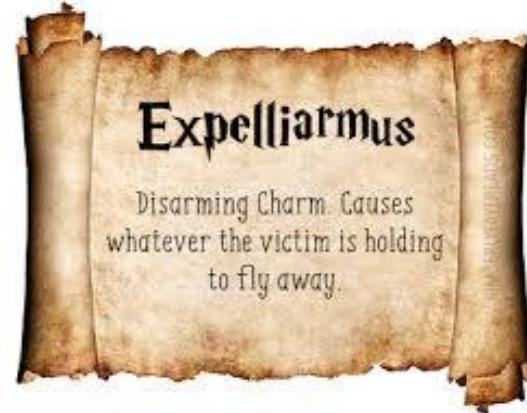
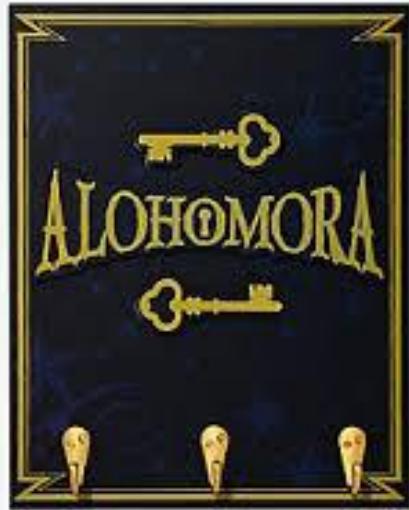
Ask the caller to complain in writing or in person or to call back later

Deter people from making a complaint

Consider the complaint as a personal criticism

Use jargon when responding to the complainant





# MAGIC RULES TO ACE TELECOMMUNICATION



# **BE POLITE**

Say “**Please**” and “**Thank you**”

- ▶ When you are polite and use a subtle tone while talking, caller feels respected and valued.



# USE EMPATHY

**Put yourself in caller's shoes**

- ▶ Empathy is the capacity to understand or feel what another person is experiencing



# APPROPRIATE LEVELS OF EMPATHY

## Do say:

- ▶ “I understand your frustration...”
- ▶ “I know how you must be feeling...”

## Don't say:

- “I agree with you, our service is horrible.”
- “I love you...”



&



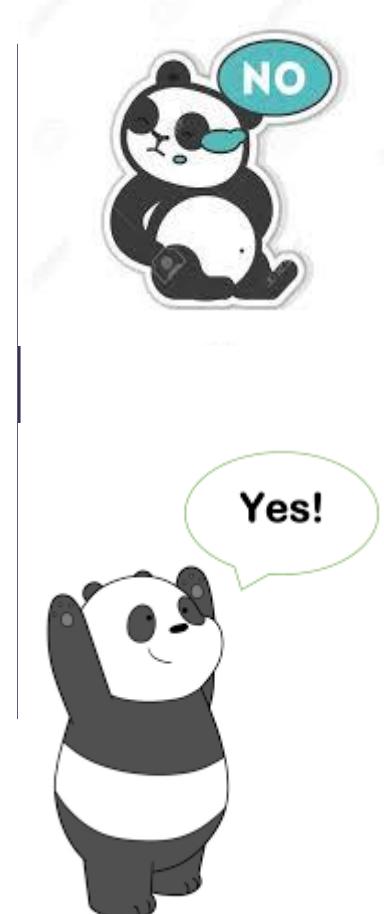
# USE THE CALLER'S NAME

**There's no greater music than the sound of one's own name!**

- ▶ When you personalize the interaction, callers feel like they are talking to a real person, perhaps even a friend



# WHICH NAME TO USE-FIRST OR LAST?



## Never use:

- ▶ Mr./Mrs./Ms. + First Name
- ▶ Example: "Mr. Anil, please pass the notebook to me..."

## Always use:

- ▶ Mr./Ms. + Last Name
- ▶ Example: "Ms. Gupta, please pass the notebook to me..."



# TAKE OWNERSHIP OF THE SITUATION

When you answer the call, you own the situation and are responsible for finding a solution

Treat each caller as if he is the only facilitator of your organizer



# USE POSITIVE, “CAN DO” LANGUAGE AND “YOU” APPROACH

Turn an obstruction into a paved path

- ▶ Always tell the caller what you can do for him rather than what you can't do.
- ▶ Use “you” approach to make the caller feel worthy



## The "You Approach"

Your letter should be reader oriented and sound as if you share your reader's point of view. It is called the “you approach” style. Try to compare the sentence below.

Please accept our apologies for the delay.

We hope you have not been seriously inconvenienced by the delay.

The first version is perfectly polite, but the second version lets your reader know that you care.

