



## ASIAN LAND STRATEGIES CORPORATION

To : ALL ASIAN LAND GROUP EMPLOYEES  
 From : HRD  
 Date : December 16, 2015  
 Cc : MOC/ MANCOM/ File  
 Ref./Rev : HRD-2015-027/Rev-000  
 Re : **TELEPHONE ETIQUETTE**

Proper Telephone Etiquette is very important as you are representing your department or section and ALSC in every phone call that you are handling. Asian Landers must demonstrate professionalism and decorum during every telephone call.

Accordingly, in line with our Customer Service Enhancement Program, below are some recommended spiels and touch on tips in handling phone conversations:

SPECIFIC SITUATION	SPECIFIC RESPONSE
Incoming outside call	Good Morning / Afternoon! This is ASIAN LAND (name of your section), how may I help you?
Incoming internal call	Good Morning / Afternoon! (Name of your section), this is (name of the receiver).
Person requested is out of the office	I'm sorry Sir/Ma'am, (name of the requested person) is not in at the moment, let me have your name & number & I will see that he/she gets the message.
Person requested is busy on the other line	I'm sorry Sir/Ma'am, (name of the requested person) is busy on the other line, would you mind waiting or may we just return your call?
Person requested upon answering	Thank you for waiting, this is _____.
Person requested is available	May I tell him/her who's calling?
Before transferring the call to the person	One moment please?
Wrong Number	(after the initial greetings) I'm sorry Sir/Ma'am you dialed the wrong number. This is (name of co.)
If call should be handled by another office/ department/ section	Sir/Ma'am let me refer you to (office/dep't./section. Just ask for (name of the contact person) and I'm sure he/she can help you or may I refer you to (office/dep't./section). They are in-charge of (nature of inquiry or request). Just ask for (name of contact person, if known).

If caller's name is difficult to pronounce	I'm sorry Sir/Ma'am, would you mind spelling that for me?
If caller's voice is too faint to be heard	I'm sorry Sir/Ma'am, I can't hear you, Would you mind repeating that for me?
A complaint is lodge and receiver is not in the position to resolve	I'm sorry Sir/Ma'am this happened, let me refer you to (office and name of contact person to whom you are referring him/her), I'm sure he/she can help you.
After every call	Thank you for calling, Have a nice day! Goodbye!

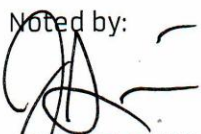
**MUST DO'S:**

- You should not even pick up the phone unless you have gotten a pen & paper ready.
- Answer the call within 3 rings as much as possible.
- Speak with enthusiasm and let them hear you smile.
- When transferring calls, stay on the line and introduce the caller.
- Try to keep calls short. Do not stay on the line longer than is absolutely necessary.

HRD will eventually release audit procedures to ensure the standards described above will be put into proper practice.

Meantime, please be guided accordingly.

  
**SHEILA G. MANALO**  
 OIC - HR and Admin

Noted by:   
**JACKY E. QUINTOS**  
 Chief Operating Officer