

Babel

LANGUAGE AND CULTURAL TRAINING



Providing a world-class customer service is critical for all companies, but especially so if you work with international customers who expect the highest quality service standards. Our courses benefit all sales and customer care professionals, Front of House teams and shared service functions.

The programme is led by experienced cultural trainers who have an appreciation and understanding of cultural differences having lived and worked overseas for many years. It will provide you with a framework with practical, actionable advice.

By the end of this course, you will:

- improve your interaction with overseas customers through a raised level of cultural awareness and sensitivity
- avoid potentially awkward or embarrassing cultural mistakes
- understand how to modify your behaviour to create a positive impression and avoid giving unintentional offence
- use a range of techniques for effective communication
- learn practical social and business etiquette tips that will be immediately useful.

CONTENT OVERVIEW

Exercise: What Do We Know About Each Other?

- Introduction to Culture
- Stereotypes and Generalisations

Cultural Values – An Overview: China, Hong Kong, India, Qatar, Saudi Arabia, Singapore and UAE (other cultures on request)

DEVELOPING WORLD- CLASS CUSTOMER SERVICE

COURSE OUTLINE

Course Design

This course is designed to be delivered either face-to-face or in live online modules and offers opportunities to contribute to polls, annotate slides, take part in exercises, and participate in group discussions.

Course Duration

Face-to-face: 1 day or half-day
Online: Two x half-days or four x 90-minute modules.

Group Size

We recommend a maximum group size of 14 but larger groups can be accommodated.

Course Fee

Our fees depend on the course duration, how many participants will be attending and the scale of the overall programme. We are happy to work within a defined budget.

Contact

Sue Curry
Director

E: sue.curry@babelgroup.co.uk

T: 020 8295 5877

W: www.babelgroup.co.uk

For each culture

- Naming conventions and titles
- Meeting and greeting
- Hierarchy and status
- Gender and family issues
- Attitudes to time
- The importance of relationships and trust
- Symbolism, taboos, etiquette

Service Expectations

- The importance of formality, courtesy, hospitality and respect
- The importance of your physical appearance and dress code

Group Exercise: An exercise to very quickly simulate the effect of communication problems in human interaction.



Communication

- Level of directness and context
- Tone of voice
- Speaking and listening
- Using and interpreting – yes, no, silence
- The importance of face
- How to say no
- How to apologise
- Good topics of conversation
- Conversation taboos
- Social, political and everyday taboos for each culture

Global English

What kind of language is appropriate for your overseas customer? What examples and anecdotes, similes and analogies will they appreciate and remember? When speaking with an overseas shopper, how do you make sure you are using Global English to help your customer understand you without difficulty?

Case Studies: What Would You Do?

A series of realistic customer service scenarios have been developed that present a cultural challenge for each of the targeted cultures. The participants will be asked to work in pairs to define what went wrong, why and how it could have been handled better.

Optional Module: Impact of Islam

What you can do for your visitors.

Language Training

Babel offers inspiring and interactive lessons in all major languages from Beginners to Advanced. Tailored to your own specific goals and scheduled at a convenient time, you'll receive support and motivation from your own native-speaking tutor.

Cross-Cultural Training

Cultural competency is a skill for anyone working in a global organisation. We help people recognise and understand the inevitable cultural differences they encounter and develop the skills necessary to successfully manage these differences.