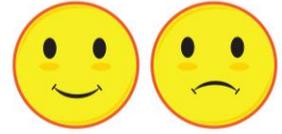




# Customer Service and Communication

A 60-minute Webinar



1. Why is effective communication important in your library?

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2. In what areas do **you** feel you could improve? \_\_\_\_\_

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3. One area that demonstrates professionalism is proper \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ in written communication.

4. To aid in this area, set your spell check to also check \_\_\_\_\_.

5. Be aware of some of the more common \_\_\_\_\_ errors:

*fewer/ less*

*affect/effect*

*farther/further*

*their/ they're/there*

*bring/take*

*your/you're*

*it's/its*

*i.e./e.g.*

*to/too/two*

*then/than*

*in regards to*

*accept/except*

*I/me*

6. Some of the more common \_\_\_\_\_ errors can also present a challenge:

*misplaced apostrophes \* overuse of exclamation points \* misplaced, missing, or overused commas*

Mr. Smith, says Ms. Moore, is a mean-spirited person.

Mr. Smith says Ms. Moore is a mean-spirited person.

7. According to [www.drgrammar.org](http://www.drgrammar.org), there are three basic rules of punctuation with \_\_\_\_\_:

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1. All **commas** and **periods** should be placed *inside* the quotation marks.
2. All **colons** and **semicolons** should be placed *outside* the quotation marks.
3. **Question marks** and **exclamation marks** should be placed *within* the quotation marks when they apply only to the quoted material; they should be placed *outside* when the entire sentence, including the quoted material, is a question or exclamation.

8. Pay particular attention to \_\_\_\_\_ in your writing:  
*facts, figures, costs, dates, references, statistics, names, times*

[www.LindasWorkshops.com](http://www.LindasWorkshops.com)

**LINDA BRUNO**  
1-877-216-5781

[Linda@LindasWorkshops.com](mailto:Linda@LindasWorkshops.com)

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9. When there are numerous errors in your writing, your reader may perceive you as \_\_\_\_\_ and/or \_\_\_\_\_.
10. Some \_\_\_\_\_ that cause problems are (<http://wsuonline.weber.edu/wrh/words.htm>):
- Supposed to:** Do not omit the d. *Suppose to* is incorrect.
- Used to:** Same as above. Do not write *use to*.
- Toward:** There is no s at the end of the word.
- Anyway:** Also has no ending s. *Anyways* is nonstandard.
- Couldn't care less:** Be sure to make it negative. (Not *I could care less.*)
- For all intents and purposes:** Not *intensive purposes*.
11. Understand that your \_\_\_\_\_ may not be their \_\_\_\_\_ when it comes to the **tone** of your writing, particularly in an email message.
12. If your correspondence is meant to be professional and you find yourself feeling \_\_\_\_\_ as you are writing to someone, write your message in rough draft form first. Let it sit before sending. Consider editing it if your emotions are showing.

**AND REMEMBER THE TELEPHONE...!**

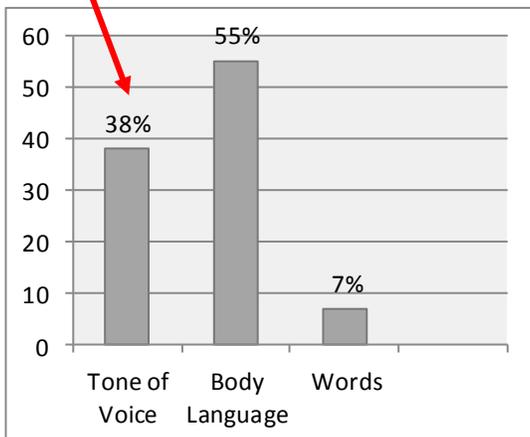
- 1) Don't forget that there are many advantages to using that old-fashioned device called the telephone:
- a) People still like to hear a \_\_\_\_\_.
  - b) You \_\_\_\_\_ they got your information.
  - c) You can \_\_\_\_\_ yourself more clearly.
  - d) A phone conversation is subject to fewer \_\_\_\_\_.
  - e) Phone calls often save \_\_\_\_\_.
  - f) The person you need to speak to perceives you as more \_\_\_\_\_.

**WHEN YOU RECEIVE A CALL...**

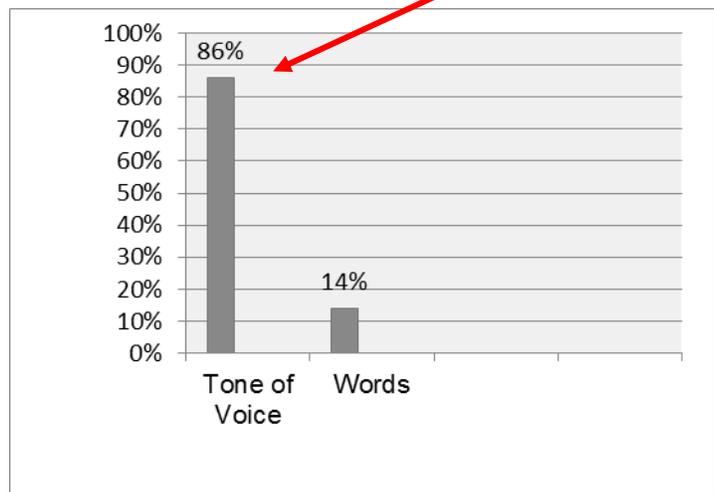
- 2) Answer promptly - \_\_\_\_\_ ring.  
 Why? a) They may hear a preliminary ring. b) It is simply more professional.
- 3) Identify \_\_\_\_\_ - use \_\_\_\_\_ syllables.
- 4) Be \_\_\_\_\_. Why? Make them glad they called **you**.

- 5) Be a good \_\_\_\_\_.
- 6) Show that you are \_\_\_\_\_.
- 7) Give the caller your \_\_\_\_\_ attention.
- 8) If you leave the line, \_\_\_\_\_ first/return \_\_\_\_\_.
- 9) If the caller waits, use the \_\_\_\_\_ button.
- 10) When you return to the line, \_\_\_\_\_ them/\_\_\_\_\_.  
Why? a) It's polite. b) They can turn their listening skills back on.
- 11) Use their \_\_\_\_\_.
- 12) Be \_\_\_\_\_.
- 13) Let the person you are calling know if **no** \_\_\_\_\_ is necessary.

### THE IMPORTANCE OF YOUR "TELE-TONE"



**FACE-TO-FACE**  
Tone of Voice = 38%  
Body Language = 55%  
**Words** = 7%



**OVER THE PHONE**  
Tone of Voice = 86%  
**Words** = 14%

*Of the 13 items listed for improving your telephone skills, circle the one(s) you'd like to improve.*

**What other area of effective communication would you like to improve? How will you do that?**

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**Resources:**

*The Elements of Style*, by William Strunk, Jr. and E. B. White  
<https://owl.english.purdue.edu/owl/>  
<http://www.drgrammar.org/frequently-asked-questions>