

COMMUNICATION
2000^{2E}

The Technology of Communication



Agency for Instructional Technology

SOUTH-WESTERN
THOMSON LEARNING™



Communication 2000, 2E: The Technology of Communication
by Agency for Instructional Technology

Editor-in-Chief:
Jack Calhoun

**Vice President/
Executive Publisher:**
Dave Shaut

Team Leader:
Karen Schmohe

Executive Editor:
Eve Lewis

Project Manager:
Laurie Wendell

**Executive Marketing
Manager:**
Carol Volz

Channel Manager:
Nancy A. Long

Marketing Coordinator:
Linda Kuper

Production Editor:
Alan Biondi

Production Manager:
Patricia Matthews Boies

Technology Editor:
Matthew McKinney

**Manufacturing
Coordinator:**
Kevin Kluck

**Developer and
Compositor:**
Agency for Instructional
Technology

CD-ROM Developer:
Vandalay Group, Inc.

Printer:
Quebecor World
Dubuque, Iowa

**Illustration, Cover and
Internal Design:**
Tippy McIntosh

COPYRIGHT © 2002 by South-Western,
a division of Thomson Learning.
Thomson Learning™ is a trademark
used herein under license.

Printed in the United States of America
1 2 3 4 5 6 06 05 04 03 02 01

For more information
contact South-Western,
5191 Natorp Boulevard,
Mason, Ohio 45040.
Or you can visit our Internet site at:
<http://www.swep.com>

ALL RIGHTS RESERVED.

No part of this work covered by the
copyright hereon may be reproduced
or used in any form or by any
means—graphic, electronic, or
mechanical, including photocopying,
recording, taping, Web distribution or
information storage and retrieval
systems—without the written
permission of the publisher.

For permission to use material from
this text or product, contact us by
Tel (800) 730-2214
Fax (800) 730-2215
<http://www.thomsonrights.com>

ISBN: 0-538-43366-3

Open a Window to the Future

with

COMMUNICATION 2000^{2E}

This revised, enhanced version of the *Communication 2000* series provides comprehensive instruction on key workplace communication skills.

The following new titles are suitable for any communication course needs.

Business and Technical Writing focuses on the necessary skills for writing clear and concise documents in the workplace.

Text 0538432896 Text/CD Package 0538432853

Reading for Information presents strategies for reading, gathering, and prioritizing information.

Text 0538432969 Text/CD Package 0538432926

Interpersonal Communication focuses on the importance of listening, speaking, and building effective relationships in the workplace.

Text 0538433035 Text/CD Package 0538432993

Personal Effectiveness investigates communication and self-management skills necessary for personal effectiveness on the job.

Text 0538433108 Text/CD Package 053843306X

Powerful Presentations emphasizes the importance of developing effective presentation skills for use in the workplace.

Text 0538433175 Text/CD Package 0538433132

Employment Communication reveals the communication skills necessary for conducting a successful job search or making a change in jobs.

Text 0538433248 Text/CD Package 0538433205

Resolving Problems and Conflicts delves into strategy for resolving differences and understanding coworkers' points of view.

Text 0538433310 Text/CD Package 0538433272

Communicating With Customers demonstrates the importance of customer service and provides methods for communicating effectively with customers in person, over the telephone, and via the Internet.

Text 0538433388 Text/CD Package 0538433345

Communicating with Your Team incorporates strategies for forming teams, establishing team goals, solving team problems, and becoming a leader.

Text 0538433450 Text/CD Package 0538433418

Communication and Diversity emphasizes the importance of communicating effectively in a diverse workforce, working to overcome stereotypes, and valuing differences in sexes, ages, cultures, and physical abilities.

Text 0538433523 Text/CD Package 0538433485

Communication and Ethics focuses on communicating ethically in the workplace, understanding the consequences of decisions, and being accountable for actions.

Text 0538433590 Text/CD Package 0538433558

The Technology of Communication focuses on understanding a variety of communication technologies, their impact on workplace efficiency, and benefit to employees.

Text 0538433663 Text/CD Package 0538433620

Communication 2000 Comprehensive Edition combines essential content from the above titles into one hardbound textbook with accompanying Projects Book.

Text 053843256X Projects Book 0538433698



Visit us at www.c2000.swep.com for a complete list of the exciting multimedia and technology products available in *Communication 2000, 2E*.



SOUTH-WESTERN
THOMSON LEARNING

Join us on the Internet at www.swep.com

HOW TO USE THIS BOOK

The updated *Communication 2000* is a multimedia communication skills series that prepares learners to meet the communication challenges of tomorrow's workplace. Twelve modules provide comprehensive coverage of workplace communication skills, along with numerous opportunities for critical thinking, project-based activities, and technology applications.

The Technology of Communication focuses on understanding communication technologies, their impact on workplace efficiency, and benefit to employees. Explore a variety of technologies, including the Internet, telephone, videoconferencing, wireless devices, and integrated technologies.

The following page illustrations identify key features of this guide.

WORKSHOPS

On the Job presents a workplace scenario in a "story" format with questions for analysis and discussion.

Goals start each workshop with clear learning objectives.

WORKSHOP 1 CUSTOMER CARE

GOALS

- Understand the importance of effective customer service.
- Explore the components of good customer service.
- Discover how good communication skills improve customer service.

IT'S NOT A BUSINESS WITHOUT CUSTOMERS

The way you look, act, and talk when you meet customers can have a lasting effect on what they think about you. Essential to individual and company success, good customer service determines whether you make a sale today, whether you develop good long-term relationships with clients, and even whether you get promoted. This workshop focuses on the importance of customer service to the success of any business.

Would You Want to Show Here?

A new bookstore opens in Mira's town, and she stops in one Saturday afternoon to get a copy of the latest sci-fi thriller. There are hundreds of books on the racks. When she can't find the one she's looking for, she waits over to the cashier to get some information. While she waits at the counter, one cashier is sitting on the phone. The other is putting price tags on sale merchandise. Neither worker acknowledges her.

Workshop Introduction presents a short story or illustrative passage that demonstrates the general themes and issues of the workshop.

Tools of the Trade supplies the main workshop concepts in straightforward, easy-to-read checklists.

TOOLS OF THE TRADE

Never Underestimate the Importance of a First Impression

Customer service begins in the first moments of interaction between you and your client. It's your responsibility to make every minute count.

- First impressions are lasting impressions.
- One of the first things customers notice is how workers dress, act, talk, and respond to questions.
- Good employees are those who demonstrate good customer service—the first time and every time.

Good Customer Service Necessities

No one can provide customer service alone. Customer service is a business-wide endeavor that requires:

- A company policy that puts customers first
- Training for the staff
- Positive manager and employee attitudes

Five Quality Factors that Determine Good Customer Service

Good customer service does not happen by accident. It takes the efforts of every worker to serve customers in a way that will make them want to come back again and again.

- Responsiveness.** Acknowledge every customer. If you can't be of immediate assistance, say so. Try to anticipate a client's needs, offer to help, and respond courteously to questions. If you don't know an answer, find someone who does.
- Reliability.** Follow through on what the company promises. Deliver goods and services on time and in good condition.
- Assurance.** Build a feeling of trust and confidence in customers. Call or e-mail customers to make sure they are satisfied.
- Empathy.** Try to understand the customer's side of the story. Be polite and considerate of people's feelings. Accommodate special needs, such as physical disabilities, and hearing or vision impairments.
- Appearance.** Make the environment inviting to the customer. Dress appropriately, and keep your work area neat.

Key Ideas

- customer service—work performed by an employee for the benefit of customers or clients
- quality—degree of excellence; superior in kind

How did Carlos exhibit the following quality factors of customer service?

Responsiveness: _____

Reliability: _____

Assurance: _____

Empathy: _____

Checkpoint questions provide opportunities for review and discussion.

Key Ideas introduce and define important terms and concepts developed in the workshop.

SPECIAL FEATURES

Did You Know? highlights interesting facts, findings, and trends in workplace communication.

DID YOU KNOW?

Good Customer Service Is Good Business

- ◇ 65% of a company's business comes from repeat customers.
- ◇ Customers refer friends, who then become customers.
- ◇ Unhappy customers tell 8–16 people about their bad experiences.
- ◇ Through Internet chat rooms, an unhappy customer can now tell thousands of people!
- ◇ 91% of dissatisfied customers won't shop at the same store again.
- ◇ A company can increase profits from 25% to 100% by simply reducing the number of unhappy customers.
- ◇ Customer loyalty can lead to increased sales.
- ◇ If a problem is handled quickly and to a customer's complete satisfaction, 80% will do business with the company again.

Remember, people will judge you by your actions, not your intentions. You may have a heart of gold—but so does a hard-boiled egg.

—Anonymous

Quotations add relevance, humor, and motivational messages.



On the Net

The following Web sites profile professionals who improve their businesses through effective customer service.

www.customerserviceawards.com
www.icsa.com/public/activities/

World View provides international and multicultural examples of key workshop concepts.

On the Net links communication skills to Web research and online learning through suggested Web sites and activities.

Not Quite/Got It Right presents contrasting good and poor examples of communication skills.



Simple conventions or practices that are natural to you may be offensive to people in other countries. The following list describes just a few.

Morocco	Holding a glass in your left hand
Germany	Being even a few minutes late for an appointment
Saudi Arabia	Wearing shorts, even for casual dress
Japan	Singling an employee out for a compliment

Ethics & Etiquette requires readers to think critically about an ethical dilemma or difficult situation.

Ethics

Etiquette

What do you do when a customer cannot afford your product but you know a competitor who sells it at a cheaper price? Should you tell the customer, discount your product, or simply say nothing?

As a customer service representative for a successful sporting goods supplier, at least half of your day is spent negotiating with clients on the phone.

Not Quite

One day, as Luke was eating lunch at his desk, Luke let the phone ring several times, but he never picked up. The caller would go away. He finally picked up the phone and addressed the caller, who wanted to learn more about his company's products. Interested only in his lunch, Luke told the man that he would get back to him soon.

Two weeks passed. Luke never returned that call, but he did find out who it was—one of the biggest sporting goods retailers. When their call was never returned, they chose a competing supplier instead.

Got It Right

As a secretary in a large construction firm, Akiko spends almost her entire day answering calls from clients, salespeople, and inspectors. It is not uncommon for her to have three or four calls coming in at one time.

When that happens, Akiko has to prioritize the most important calls. She may put three people on hold at once, but always asks for their permission first, and never leaves them on hold longer than 40 seconds. If she is not able to talk with them, she will politely take their names and numbers and call them back as soon as possible. Akiko lets no call go unanswered, which her firm's contacts greatly appreciate.

CREDITS

Agency for Instructional Technology

Print and Media Production

Instructional Designer
Dr. Richard Lookatch

Senior Editor
Lesa Petersen

Assistant Editor
Catherine Riley

Print Design and Composition
Karla Dunn
David Strange

Features Writer
Daniel J. Crowley

Writers
Sheryl Szot Gallaher
Stephanie H. Zaiser
Dr. Mark Doremus
Sandra Lookatch
Vandalay Group, Inc.

Permissions
Brad Bloom
Nicole Griffin

CD-ROM and WebTutor Production
Vandalay Group, Inc.

ExamView Test Bank Writer
Dr. Mark Doremus

Video Production

Producer
Dr. David Gudaitis

Associate Producer
Jill E. Turner

Video Script Writer
Bob Risher

Video Editor
Martin O'Neill

Animation and Graphics
Bill Crawford

Assistant Video Editor
Laura Crouch

Stock Footage
Brad Bloom

Communication 2000 Reviewers

Anna Cook
Education and Workplace Literacy Consultant
Austin, TX

Tony Hoess
Marketing Teacher
Pendleton, KY

Carol S. Jackson
English Teacher and Technology Teacher Leader
Irmo, SC

Kay Orrell
Business Education Resource Consortium
Project Manager
Santa Maria, CA

Nicola Pidgeon
Coordinator of Workforce Development
Schenectady, NY

Brian Sporleder
Dean of Instruction
Milwaukee, WI

CONTENTS

Workshop 1: Overview of Communication Technologies2
Trends in communication technologies and their effect on the workplace

Video Spotlight: Introduction to Communication Technology 4

Literature Connection: Mark Twain and the Typewriter: Part 16



©2001 PhotoDisc, Inc.

Workshop 2: The Internet and Information.....12
Using the Internet to collect information

Workshop 3: The Internet and Communication.....20
Features of well-designed Web sites and two-way Internet communication

Video Spotlight: The Infinite Web: Communication via the Internet.....23

Workshop 4: Ethics and the Internet28
Moral and ethical dilemmas related to communicating via the Internet

Workshop 5: Telephone Communication34
Effective business communication through advancements in telephone technology

Workshop 6: Teleconferencing and Videoconferencing	42
<i>Benefits and basic techniques for conferencing</i>	
Video Spotlight: Superior Cattle Auction: Videoconferencing.....	45
Workshop 7: Wireless Devices	50
<i>Exploring applications and trends in wireless technology</i>	
Workshop 8: Telecommuting	56
<i>Benefits and best applications of telecommuting</i>	
Video Spotlight: Alice Bredin, Journalist: Successful Telecommuting.....	59
	
<small>©2001 PhotoDisc, Inc.</small>	
Workshop 9: Integrated Technologies	66
<i>Exploring how technologies are integrated to create unique advancements</i>	
Video Spotlight: OnStar: Street-Smart Technology	68
Workshop 10: Selecting a Technology	74
<i>Understanding the costs and benefits of adopting new technology</i>	
Video Spotlight: Hiron & Company: Selecting Technology	77
Literature Connection: Mark Twain and the Typewriter: Part 2	78
Field Study	83
Glossary	86