

## Telephone Etiquette Project

1. Read the articles from the eHow website about telephone etiquette.
  - a. [http://www.ehow.com/facts\\_5879027\\_telephone-etiquette-manners.html](http://www.ehow.com/facts_5879027_telephone-etiquette-manners.html)
  - b. [http://www.ehow.com/how\\_11176\\_answer-phone-well.html](http://www.ehow.com/how_11176_answer-phone-well.html)
2. Study the attached handout - **Telephone Etiquette Tips** - to learn about proper telephone etiquette rules.
3. You and a partner will create a 20-slide PowerPoint presentation including tips you discovered in your research from eHow.com and the handout.
4. Slide show should consist of:
  - a. Title Slide - title and each partner's name
  - b. At least 16 tips - one per slide from eHow website and AMA handout
  - c. A slide including a script for answering the telephone in a business situation - \*see conversation case study below in #5.
  - d. Conclusion slide
  - e. Reference slide
  - f. Extras to include to enhance your presentation:
    - i. Graphics
    - ii. Animation
    - iii. Slide transitions
    - iv. DO NOT INCLUDE SOUND!!
5. Read the Telephone Etiquette Conversation Case Study below:

### **Ring, Ring, Ring, Ring, Ring!**

**Operator:** Hello?

**Caller:** Who is this?

**Operator:** To whom do you want to speak?

**Caller:** I am trying to reach someone in the accounting department.

**Operator:** This is the accounting department.

**Caller:** Is Steve Stinson there?

**Operator:** Yes, he is.

**Caller:** May I speak with him, please?

This assignment should help you when writing your script slide. Make necessary corrections to improve this telephone conversation by rewriting the script following the telephone etiquette rules learned in class.

Do you think the caller might have been frustrated?

Did the telephone operator follow proper telephone etiquette?

Was this call the appropriate length to conduct necessary business?

6. Students will be evaluated using the attached rubric.

# Telephone Etiquette Tips

Source: AMA Handbook, 2<sup>nd</sup> ed.

The following list is a guide to assist you in practicing good telephone etiquette and performing your telephone answering responsibilities in a professional manner.

1. When you take a call, turn away from your computer, desk, and other work. Don't allow other distractions to take your attention away from the caller.
2. Always have something available to write with.
3. Answer calls by the second or third ring.
4. Smile when you answer your calls. Even though the caller can't see it, they'll hear the smile in your voice.
5. Use a "telephone voice" in which you control your volume and speed. Speak clearly.
6. Be enthusiastic and respectful.
7. Greet the caller, and identify yourself, your business, and your department.
8. Ask the caller, "To whom am I speaking?"
9. Ask the caller, "How may I help you?"
10. Avoid unnecessary jargon and acronyms in your conversations.
11. Use the caller's name in your conversation.
12. Practice good listening skills.
13. If there is a problem, be concerned, empathetic, and apologetic.
14. Thank the caller for calling. Ask them to call again.
15. Never eat, drink, or chew gum while you are on a call.

# Telephone Etiquette Grading Rubric

Partners: \_\_\_\_\_ and \_\_\_\_\_

Category	4	3	2	1
<b>Requirements</b>	Presentation contains: Title slide, 16 tips, script and conclusion	Presentation contains: Title slide, 10-15 tips, script and conclusion	Presentation contains: Title slide, 6-9 tips, missing script or conclusion	Presentation contains: Title slide, 0-5 tips, missing script or conclusion
<b>Attractiveness</b>	Presentation includes: graphics, animation, and transitions. Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation	On required element was not completely met. Makes good use of font, color, graphics, effects, etc. to enhance the presentation.	Two requirements were not met. Makes use of font, color, graphics, effects, etc. but occasionally these detracted from the presentation and its content	Presentation does not include graphics, animation, or transitions. Use of font, color, graphics, effects etc. distracted the viewer
<b>Mechanics</b>	No misspellings or grammatical errors.	Three or fewer misspelled words and/or grammatical errors	Four or five misspelled words and/or grammatical errors	More than 5 errors in spelling or grammar.
<b>Content</b>	Covers topic in-depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1-2 factual errors.	Content is minimal OR there are several factual errors.
<b>Organization</b>	Content is well organized using headings or bulleted lists to group related materials.	Uses headings or bulleted lists to organize, but the overall organization of topics appears flawed.	Content is logically organized for the most part - details lacking.	There was no clear or logical organizational structure, just facts put on slides.
<b>Grade:</b>				