

[Module 5 Customer Centricity]

Lecture 2 – Inter-Personal Communication

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**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**

Objectives:

- To communicate clearly and professionally with customers, both verbally and non-verbally.
- To listen actively and empathetically to customer concerns, inquiries, and feedback.
- To utilise questioning techniques to identify the needs of different customers.



De tribus autem reliquis latissime patet ea ratio, qua societas hominum inter ipsos et vitae quasi communitas continetur, cuius partes duae sunt: iustitia, in qua virtutis est splendor maximus, ex qua viri boni nominantur, et huic coniuncta beneficentia, quam eandem vel benignitatem vel liberalitatem appellari licet. Sed iustitiae primum munus est, ut ne cui quis noceat nisi laccessitus iniuria, deinde ut communibus pro communibus utatur, privatis ut suis. Sunt autem privata nulla natura, sed aut vetere occupatione, ut qui quondam in vacua venerunt, aut victoria, ut qui bello potiti sunt.



- The root of the word 'communication' is the Latin communis which means, literally, 'common' or 'shared'.
- Effectively, therefore, communication is about shared experience and the creation of a common understanding.



Communication is The Art of Being Understood



INTRA - PERSONAL: WITH ONESELF

INTER - PERSONAL: WITH ANOTHER PERSON

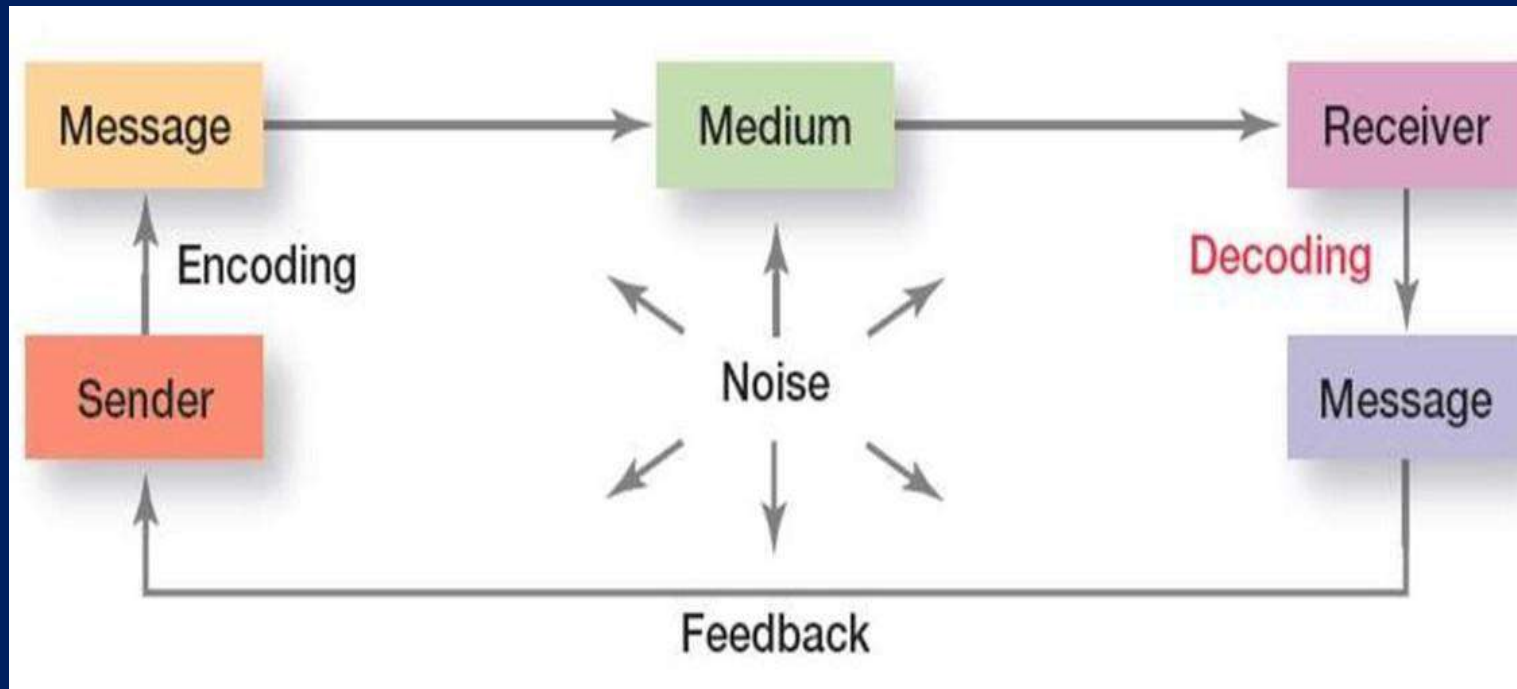
GROUP: WITH A SMALL NUMBER OF PEOPLE

ORGANISATIONAL: WITH THE WHOLE ORGANISATION

PUBLIC: WITH A LARGE AUDIENCE

MASS: WITH SOCIETY





Social psychologists estimate
there is usually 40% to 60%
loss of meaning
in the transmission of message
from the sender to the receiver



VERBAL COMMUNICATION

EXCHANGE OF INFORMATION WITH ANOTHER PERSON

NON-VERBAL COMMUNICATION

BODY LANGUAGE : MESSAGES



Verbal Communication

**EXCHANGE OF INFORMATION
BY
WORD OF MOUTH**

ASKING QUESTIONS

LISTENING TO REPLIES

EXPLAINING THINGS



IF YOU ARE NOT GOOD AT COMMUNICATING

- YOU WILL NOT GAIN INFORMATION
- YOU WILL NOT SUCCEED TO EXPLAIN WHAT YOU HAVE TO OFFER
- YOU WILL NOT CLOSE THE SALE / PERSUADE



The Skills of Sending Messages

**“COMMUNICATING
IS MORE THAN
JUST TALKING”**



The Skills of Sending Messages

- KNOWING *WHY* and *WHAT* YOU WANT TO SAY
- DECIDING *WHEN* TO SAY IT
- DECIDING *WHERE* WILL BE THE BEST PLACE
- JUDGING *HOW* BEST TO SAY IT – SUPPORT WITH WRITTEN?
- KEEP IT SHORT and SIMPLE – SMALL DIGESTABLE CHUNKS?
- SPEAK CLEARLY
- MAKE EYE CONTACT
- MONITOR THE RESPONSE
- USING APPROPRIATE LANGUAGE
- BEING CONCRETE - AVOID VAGUENESS
- SYNCHRONIZE YOUR VERBAL AND NON-VERBAL SIGNALS
- CHECK THAT THE PERSON HAS UNDERSTOOD



**“PUT YOUR MIND IN GEAR
BEFORE YOU PUT YOUR
MOUTH IN MOTION.”**

Poster at Villa Chelsea



Eye Contact

The eyes are the mirror of the soul.



**A LOT OF FRICTION
ENCOUNTERED IN LIFE IS
CAUSED BY SOMEONE USING
THE WRONG TONE OF VOICE.**



**“Speak when you are angry and you
will make the best speech you will
ever regret.”**

Anon



**“IT IS NOT SUFFICIENT TO
KNOW WHAT ONE OUGHT TO
SAY, BUT ONE MUST KNOW
HOW TO SAY IT.”**

Aristotle



"Remember not only to say the right thing in the right place, but to leave unsaid the wrong thing at the tempting moment."

~Ben Franklin



**“Nothing is too simple that it cannot be
misunderstood.”**

Freeman T Jnr



The Skills of Receiving Messages

**“LISTENING
MEANS MORE THAN
JUST
HEARING”**



Can you lend me your ear?

Most people believe they are good listeners without considering the important differences between hearing and listening.

The ability to hear is innate, but **the ability to listen well is a skill that must be developed and practiced.**

Listening means paying attention and making a conscious effort to process what you hear.

It is one of our most important skills and it is also one of the most overlooked.

PSYCHOLOGY TODAY LISTENING SKILLS TEST

<https://www.psychologytoday.com/intl/tests/relationships/listening-skills-test>



Some people
listen just to talk.....



LISTENING EFFECTIVELY

- CLEARING AWAY 'BAGGAGE'
- ACTIVE LISTENING
- ATTEND TO THE CONTENT IN THE
WORDS AND THE FEELING BEHIND THEM
- ASK FOR CLARIFICATION
- FIND OUT MAIN THEME - WATCH OUT FOR SIDE ISSUES
- LISTEN POSITIVELY - AVOID PREJUDICES

Don't...

- Cut off people – verbally or mentally
- Assume you know what's coming next
- Filter things through own perspective



Listening



“...IS DEMONSTRATING THAT YOU ARE INTERESTED IN WHAT THE OTHER PERSON IS SAYING”.

LISTENING IS NOT REALLY THE RECEPTION OF IDEAS OR BOUNCING OF SOUND WAVES OFF THE EAR DRUMS.

LISTENING IS MUCH MORE INTRICATE AND COMPLEX THAN THE PHYSICAL PROCESS OF HEARING.

WHEN WE HEAR WE MERELY OBSERVE SOMEONE ELSE'S THINKING..... WHEN WE LISTEN WE THINK ALONG WITH THE SPEAKER.



- L** LOOK INTERESTED
- I** INQUIRE WITH QUESTIONS
- S** STAY ON TARGET
- T** TEST UNDERSTANDING
- E** EVALUATE THE MESSAGE
- N** NEUTRALISE FEELINGS

PR Technique

Paraphrasing what you heard and repeating it back to the person does two things:

- 1) It helps you understand what the person is saying
- 2) It tells the other person that you were really listening – and paying attention.



5 Levels of Listening

1. Don't listen to the other person
2. Pretend to listen
3. Selectively filter what you hear
4. Attentively listen in small bursts
5. Full body listening



Listen “between the lines”

- Watch nonverbal cues that could indicate what the speaker isn't saying.
- Often what she is not saying is as important as what she is.



***“The most important thing in
communication is hearing what isn’t said.”***

Peter Drucker





IT TAKES TWO TO
SPEAK THE TRUTH -
ONE TO SPEAK AND
ANOTHER TO LISTEN.

Henry David Thoreau

Learn to listen

Listen to learn



- **Listening is harder than speaking.**
- **Even the best listeners sometimes have to bite their tongues to stop from reacting, interrupting, or trying to console the person talking.**



Listen without Reacting

- Avoid distractions.
- Repeat back.
- Ask thoughtful questions.



Asking Questions

*“The only stupid question
is the one you never asked”.*



**“WE CAN LEARN MUCH FROM
LISTENING AND LITTLE FROM
TALKING.”**

**“YOU SELDOM GET THE ENTIRE
MEANING JUST FROM THE WORDS
UTTERED.”**

**“LISTENING CAREFULLY MEANS
BEING ALERT TO THE OTHER
PERSON’S NON-VERBAL CUES.”**



**WE CAN LISTEN THREE TIMES
FASTER THAN WE SPEAK.**

**IF PEOPLE LISTENED TO
THEMSELVES MORE OFTEN, THEY
WOULD TALK LESS.**



Communication

**IS A DANCE AND
IT TAKES TWO TO
TANGO!**

**CONCENTRATE ON THE OTHER
PERSON RATHER THAN ON
YOURSELF.**

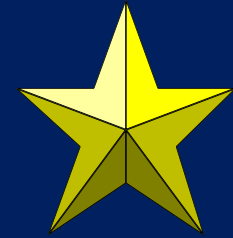


**“GOD HAS GIVEN US TWO
EARS AND ONE MOUTH... SO
THAT WE CAN LISTEN TWICE
AS MUCH AS WE SPEAK.”**



**“THE GREATEST MOTIVATIONAL
ACT ONE PERSON CAN DO FOR
ANOTHER IS TO LISTEN.”**

Roy Moody



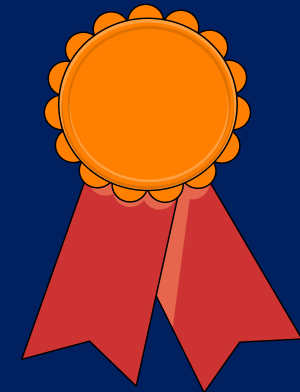
LISTENING GIVES YOU FUEL

HEARING IS PASSIVE
LISTENING IS ACTIVE



**EMPATHY IS THE HIGHEST MEANS
OF COMMUNICATION AND
UNDERSTANDING**

**WHEN WE EMPATHISE WE ARE
MOVING FROM SERVICE TO CARE.**





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BODY LANGUAGE -

non verbal communication skills



Body Language

“The silent language”

Edward Hall



***“WHEN THE EYES SAY ONE THING AND THE
TONGUE ANOTHER, A PRACTISED MAN
RELIES ON THE LANGUAGE OF THE FIRST.”***

RALPH EMERSON



COMPONENTS OF COMMUNICATION AND THEIR EFFECTS

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ELEMENTS

INFLUENCE

VERBAL CONTENT

?

(words alone)

VOCAL INFLUENCE

?

(tone, stresses, pitch, silences)

NON-VERBAL INFLUENCE

?

(expressions, gesture, posture)



COMPONENTS OF COMMUNICATION AND THEIR EFFECTS

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ELEMENTS	INFLUENCE
VERBAL CONTENT (words alone)	7%
VOCAL INFLUENCE (tone, stresses, pitch, silences)	38%
NON-VERBAL INFLUENCE (expressions, gesture, posture)	55%

(Dr. A Mehrabrian)



ASPECTS OF BODY LANGUAGE

POSTURE

GESTURES

FACE

EYES

TONE OF VOICE

PROXIMITY



POSITIVE BODY LANGUAGE

SMILE

OPEN POSTURE

INTERESTED EXPRESSION

MODERATE EYE CONTACT

HAND/ARMS SUPPORT WHAT IS
BEING SAID

SUFFICIENT VOLUME, VARIED PACE &
PITCH OF VOICE



NEGATIVE BODY LANGUAGE

WOBBLY VOICE

HARD VOICE

SLOW SPEECH

RAPID SPEECH

WORRIED
EXPRESSION

EXTREMES OF
EXPRESSION

EVASIVE LOOKS

EXCESSIVE EYE CONTACT



NEGATIVE BODY LANGUAGE

- DEFENSIVE ARMS
AND LEGS
- MOUTH COVERED
WITH HANDS
- EXCESSIVE
DISTANCE
- DOMINANT
POSTURE
- FINGER WAGGING
OR JABBING
- INVASION OF
PERSONAL SPACE



BODY LANGUAGE

PEOPLE BUY MORE WITH THEIR EYES
THAN THEY DO WITH THEIR EARS.



RULES FOR IMPROVING COMMUNICATION

SEEK TO CLARIFY YOUR IDEAS BEFORE COMMUNICATING

EXAMINE THE TRUE PURPOSE OF EACH COMMUNICATION

**CONSIDER THE TOTAL PHYSICAL AND HUMAN SETTING
WHENEVER YOU COMMUNICATE**



**CONSULT WITH OTHERS, WHERE
APPROPRIATE, IN PLANNING
COMMUNICATIONS.**

**BE MINDFUL OF THE OVERTONES
WHILE YOU COMMUNICATE, AS WELL
AS THE BASIC CONTENT OF THE
MESSAGE**



**TAKE THE OPPORTUNITY, WHEN IT ARISES, TO
CONVEY SOMETHING OF HELP OR VALUE TO
THE RECEIVER**

FOLLOW UP YOUR COMMUNICATION

**COMMUNICATE FOR TOMORROW AS WELL AS
FOR TODAY**



**BE SURE YOUR ACTIONS SUPPORT YOUR
COMMUNICATIONS**

**SEEK NOT ONLY TO BE UNDERSTOOD BUT
ALSO TO UNDERSTAND**



The 6 C's of Communication ?

C

C

C

C

C

C



The 6 C's of Communication

C lear

C orrect

C oncise

C omplete

C onsiderate

C onsistent



**GOOD COMMUNICATION
IS
THE KEY
TO
GOOD SERVICE**



**GOOD SERVICE
IS
THE BEST FORM
OF
PUBLIC RELATIONS**



Remember...

The meaning of your communication is the *response* you get, regardless of your *intention*.

***If you don't get the 'right' response -
change your communication.***



*In the 'Service-Dominant Logic' of customer centricity the customer is a **co-creator of value** who determines the value of an offering through use.*

