



LESSON 3

PHONE & VIDEO

COMMUNICATION

EAKOLARN CHOTIANUSORN, PHD.

PHONE COMMUNICATION BASICS



Why Phone Communication is Different

Unique Challenges:

- **No Visual Cues**

Can't see facial expressions, gestures, or body language

- **Voice is Everything**

Tone, pace, and clarity matter more than face-to-face

- **Potential for Misunderstanding**

Without context, messages can be misinterpreted

- **Technical Issues**

Poor connection, background noise, delays

PHONE COMMUNICATION BASICS (2)



Key Success Factors:

1. Preparation

Know why you're calling and what you need

2. Clear Communication

Speak clearly, at moderate pace, use simple language

3. Active Listening

Focus completely on the call, take notes

4. Professionalism

Courteous, patient, and positive throughout

PROFESSIONAL PHONE ETIQUETTE

The Golden Rules:

1. Answer Promptly (within 3 rings)

Shows respect and professionalism

2. Smile While Talking

It really changes your voice tone!

3. Identify Yourself Clearly

Name, company, department (if applicable)

4. Ask Before Putting on Hold/Transfer

"May I put you on hold for a moment?"

5. Minimize Background Noise

Find a quiet space, mute when not speaking

6. End Professionally

Thank them, confirm next steps, let them hang up first

PROFESSIONAL PHONE ETIQUETTE (2)

✗ Common Mistakes to Avoid:

- Eating, drinking, or chewing gum
- Multitasking (typing loudly, checking emails)
- Speaking too fast or too quietly
- Using speakerphone without asking
- Leaving people on hold for too long (>1 minute)

MAKING OUTBOUND CALLS



Professional Call Structure

STEP 1: OPENING (5-10 seconds)

"Good morning/afternoon. This is (Your Name) from (Company)."

"May I speak with (Person's Name), please?"

STEP 2: CHECK AVAILABILITY (5 seconds)

"Is this a good time to talk?"

"Do you have a few minutes?"

STEP 3: STATE PURPOSE (10-15 seconds)

"I'm calling about..."

"The reason for my call is..."

"I wanted to discuss..."

STEP 4: MAIN CONVERSATION

Discuss the topic, ask questions, take notes

STEP 5: CLOSING (15-20 seconds)

Summarize key points or next steps

"Thank you for your time."

"Have a great day!"



Tip:

Prepare bullet points before calling. Have names, dates, and key information ready.

RECEIVING INBOUND CALLS

Professional Call Answering

Standard Greeting Formula:

“(Company Name), (Your Name) speaking. How may I help you?”

Examples:

- "ABC Marketing, Sarah speaking. How can I assist you?"
- "Good morning, Tech Solutions. This is John. How may I help you?"
- "Customer Service, Lisa speaking. How can I help you today?"

Key Steps After Greeting:

1. Listen Carefully

Let the caller state their purpose without interruption

2. Clarify if Needed

"Just to confirm, you're calling about...?"

3. Provide Solution or Route Call

Help directly OR transfer to the right person

4. Take Message if Necessary

If the person they want is unavailable

If You Don't Know the Answer:

"That's a great question. Let me check and get back to you."

"I'm not sure, but I can find out. May I call you back?"

Never guess or lie!

PHONE VOICE & TONE



Your Voice is Your Image

Voice Elements to Control:

1. Volume

- Not too loud (aggressive), not too soft (unclear)
- Speak at a comfortable, moderate level

2. Pace

- Speak 10-20% slower than face-to-face
- Pause between sentences for clarity

3. Tone

- Warm, friendly, professional (smile while talking!)
- Avoid monotone - vary your inflection

4. Clarity

- Enunciate clearly, don't mumble
- Avoid filler words (um, uh, like)

5. Energy

- Sound alert and engaged (even if tired!)
- Stand up while talking for more energy

Practice Exercise:

Record yourself saying: "Good morning, this is (Your Name) from ABC Company. How may I help you?"

Listen back - Does it sound professional, friendly, clear?

COMMON PHONE PHRASES



Essential Phone Vocabulary

Situation	Useful Phrases
Connecting	"May I speak with...?" "Is Mr. Smith available?" "Could you put me through to...?"
Putting on Hold	"May I put you on hold?" "Could you hold for a moment?" "Please hold while I check."
Asking to Repeat	"Could you repeat that, please?" "I'm sorry, I didn't catch that." "Could you speak up a little?"
Taking Messages	"May I take a message?" "Can I have him/her call you back?" "I'll make sure they get the message."
Ending Calls	"Thank you for calling." "Have a great day!" "I appreciate your time."

Practice Tip:

Memorize at least 3 phrases from each category. They'll become automatic with practice!

TAKING MESSAGES

How to Take Effective Phone Messages

Essential Information to Collect:

1. Caller's Name

"May I have your name, please?" Spell it back to confirm

2. Company/Organization

"Which company are you calling from?"

3. Phone Number

"What's the best number to reach you?" Repeat it back

4. Purpose of Call

"May I ask what this is regarding?"

5. Urgency

"Is this urgent?" or "When would be best to return your call?"

6. Date & Time

Always note when the message was taken



TAKING MESSAGES (2)



Sample Message-Taking Dialogue:

You:

"I'm sorry, Mr. Smith is in a meeting. May I take a message?"

Caller:

"Yes, please."

You:

"May I have your name and number?"

"And what is this regarding?"

"I'll make sure he gets the message. Thank you for calling."

PHONE CHALLENGES & SOLUTIONS



Common Phone Problems & How to Handle Them

Challenge	Solution
Poor Connection	"I'm sorry, the connection isn't very clear. Can I call you back?"
Background Noise	"I apologize for the noise. Let me move to a quieter area."
Difficult Accent	"Could you speak a bit slower, please? I want to make sure I understand correctly."
Wrong Number	"I think you have the wrong number. This is ABC Company."
Angry/Frustrated Caller	"I understand your frustration. Let me see how I can help."
Reached Voicemail	Leave clear, concise message with name, number (twice), and purpose

General Tips:

- Stay calm and patient - frustration shows in your voice
- Never blame the caller for technical issues
- Apologize for problems even if not your fault
- Offer alternatives when you can't help directly

CONFERENCE CALLS BASICS



Professional Conference Call Etiquette

Before the Call:

- Join 2-3 minutes early (not too early!)
- Test your equipment (mic, speakers)
- Find a quiet location
- Have materials ready (agenda, documents)

During the Call:

1. Announce Yourself When Joining

"Good morning, Sarah from Marketing has joined."

2. Identify Yourself Before Speaking

"This is John. I'd like to add..."

People can't see who's talking!

3. Mute When Not Speaking

Eliminate background noise

4. Don't Interrupt

Wait for natural pauses to contribute

5. Speak Clearly and Slowly

More important with multiple participants

6. Stay Engaged

Don't multitask - others can tell!

✗ Conference Call Don'ts:

- Typing loudly
- Eating or drinking
- Side conversations
- Being late without notice
- Leaving without saying goodbye

VIDEO CALL PLATFORMS

Common Business Video Platforms

Zoom

- Most popular for business meetings
- Features: virtual backgrounds, breakout rooms, recording
- Best for: interviews, team meetings, webinars

Microsoft Teams

- Integrated with Microsoft Office
- Features: chat, file sharing, collaboration tools
- Best for: organizations using Microsoft 365

Google Meet

- Part of Google Workspace
- Features: simple interface, calendar integration
- Best for: quick meetings, organizations using Google

Universal Best Practices (All Platforms):

1. Test before important meetings
2. Update software regularly
3. Learn basic controls (mute, video, share)
4. Have backup plan (phone number)

VIDEO CALL ETIQUETTE

Professional Video Meeting Behavior

When	Do	Don't
Before Meeting	<input checked="" type="checkbox"/> Test equipment <input checked="" type="checkbox"/> Dress professionally <input checked="" type="checkbox"/> Join 2-3 min early	<input checked="" type="checkbox"/> Join right on time/late <input checked="" type="checkbox"/> Skip tech check
During Meeting	<input checked="" type="checkbox"/> Look at camera <input checked="" type="checkbox"/> Mute when not speaking <input checked="" type="checkbox"/> Use 'Raise Hand' button	<input checked="" type="checkbox"/> Multitask <input checked="" type="checkbox"/> Interrupt others
After Meeting	<input checked="" type="checkbox"/> Stay until end <input checked="" type="checkbox"/> Send thank you message	<input checked="" type="checkbox"/> Disappear mid-meeting

Pro Tips:

- Sit still - excessive movement is distracting
- Avoid eating/drinking (water is okay if subtle)
- Close other apps/notifications to avoid distractions
- Use headphones for better audio quality

BODY LANGUAGE ON CAMERA



Non-Verbal Communication on Video

Positive Body Language:

1. Eye Contact

Look at the camera, not your screen

Practice: Put sticky note near camera as reminder

2. Posture

Sit up straight, lean slightly forward (shows engagement)

Don't slouch or lean back (looks disinterested)

3. Facial Expressions

Smile naturally, nod to show understanding

Be expressive - camera flattens emotions

4. Hand Gestures

Use gestures naturally but keep in frame

Not too much - can be distracting

5. Active Listening

Nod occasionally, show reactions

Look engaged even when not speaking

✗ Body Language to Avoid:

- Looking down or away frequently
- Blank "poker face" expression
- Fidgeting, playing with hair/pen
- Crossed arms (looks defensive)
- Yawning or looking bored

Special Note: *Cultural Differences*

Eye contact norms vary by culture. In Western business, direct eye contact shows confidence. In some Asian cultures, prolonged eye contact can be uncomfortable. Observe and adapt!

SCREEN SHARING BEST PRACTICES

Professional Screen Sharing

Before Sharing:

1. Clean Your Desktop

Hide personal files, organize icons

Close unnecessary applications

2. Close Personal Tabs/Windows

Email, social media, personal browsing

3. Turn Off Notifications

Messages, emails, app alerts - very embarrassing if they pop up!

4. Prepare Materials

Have document/presentation ready to go



SCREEN SHARING BEST PRACTICES (2)

During Sharing:

- Share specific window, not entire screen (more professional)
- Increase font size if presenting text
- Narrate what you're doing: "Now I'll open the report..."
- Move cursor slowly - others need time to follow
- Pause to ask: "Can everyone see this clearly?"

Common Mistakes:

- Sharing entire screen with personal items visible
- Text too small to read
- Moving too fast through slides
- Forgetting to stop sharing when done

INTERVIEW QUESTIONS

Sample Questions & Observation Guide

Sample Interview Questions:

(Interviewer: Choose 3-4 questions)

1. Tell me about yourself and your background.
2. Why are you interested in this position?
3. What are your greatest strengths?
4. Can you describe a challenge you've faced and how you handled it?
5. Where do you see yourself in 5 years?
6. Why should we hire you?
7. Do you have any questions for me?

THANK YOU

College of Innovation and
Management

Eakolarn.ch@ssru.ac.th