



Faldum Valéria

# Ügyfélszerzés mindenáron. – első szakmai idegen nyelven (angol)



A követelménymodul megnevezése:

A telemarketing, telesales tevékenység ellátása idegen nyelven

A követelménymodul száma: 2569-06 A tartalomlelem azonosító száma és célcsoportja: SzT-a08-50



## COMPANY GOALS, STRATEGY, METHODOLOGY

### CASE STUDY – WORK SITUATION

'Before attending to the detail of how to achieve your marketing aims you need to quantify clearly what they are. What growth targets does the business have? What customer losses are you projecting? How many new customers do you need, by size and type, by product and service? What sales volumes, revenues and contributions or values do you need for each business or revenue stream from each sector? What is your product mix, in terms of customer type, size, sector, volumes, values, contribution, and distribution channel or route to market? What are your projected selling costs and net contributions per service, product, sector? What trends and percentage increase in revenues and contributions, and volumes compared to last year are you projecting? How is your market share per business stream and sector changing, and how does this compare with your overall business aims? What are your fast-growth high-margin opportunities, and what are your mature and low-margin services; how are you treating these different opportunities and anything else in between? You should use a basic spreadsheet tool to split your business according to the main activities and profit levers.'<sup>1</sup>

### CONTENT INFORMATION

**a plan** – a statement of intent – a calculated intention to organize effort (flows) and resource (tools, techniques) to achieve a desirable outcome in the future.

**Company's goals** comprising desirable outcome in the future that could be achieved by given activities. They are set in terms of business data, measurable indicators to be reached, kept or getting close to within a given time-frame. Company's aims set the trend for the management to pursue.

**Strategy is understood and defined in various ways.** On one hand, strategy could be defined as the competition field of the company. Also, objectives/targets are set. On the other hand, strategy is also viewed as a tool to realize organizational goals. Strategy is the answer to outer opportunities and threats, and inner strength and weakness in order to gain competitive advantages.

---

<sup>1</sup> <http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm>

**The main aims of business** organisations are related to increase company revenue, to stay in business (stability) and to increase assets that ensure all. The overall objective of the company is to maximize the net profitability of the asset. Meanwhile, additional objectives are also defined.

The process of strategy development starts with the formulation of the company's mission, vision.

**The mission of the company** defines the most important set of objectives. The two most important element of the mission statement are the basic business activity and the identification of market segment. Other statements related to values, ethics, business philosophy are also included in it.

**Business segmentation:** deals with market organisation which may lead to vital competitive advantages and disadvantages

**Horizontal and vertical integration:** identifies the direction of the extension of future activities (customer approach, joining together of businesses which are involved in similar activities, and extension of its field, etc.)

**Executives' (body) philosophy and culture, management infrastructure:** It establishes the basic principles of cooperation among executives and lays down the foundation of an effective management.

The company strategy is developed by the top management. Depending on the organizational structure (based on function, region, products or services, etc.) the strategy of the departments will be developed in alignment with it.

The sale strategy is applicable to the planned activities and aims of the business entity, where effort is being converted into business results, and guidelines and methods are identified to achieve them.

It details what a business will sell (describing, quantifying it); to whom (to what kind of customer groups), when (phased over time) and how (the sales will be made, implicitly including the business/marketing strategy).

Marketing and sales are closely related to each other but should be treated separately. It is important that the sale strategy and the market strategy should be in harmony.

Proper customer care is gaining importance in a world where choices are increasing.

Summary: Company strategy is developed by the executives. It provides a vital reference for decision-making. Employees should implement their tasks and duties based on those decisions. It is a prerequisite of good quality implementation that employees could identify and align with the objectives set in the mission statement and the company strategy.

STUDY GUIDE

Case 1

You are working at a public service company providing drinking water. The outstanding debts of the household customers are growing and the company wants to turn the trend. Research showed that customers would be more willing to pay if the choices on how to pay the water bill will increase. So your company looked around and decided to increase the choice. A brochure with the following text was prepared on ways to pay the bill.

'Ways to pay your bill

View our range of payment methods to find the one that best suits your needs.

You can pay in full or arrange an instalment plan with us.

Payment methods

Online – through our website

Pay your bill online by debit or credit card. You can use our secure online form to pay your bill in full, or pay an agreed instalment.

By phone

Pay your bill by phone. You can pay your bill in full or by agreed instalment over the phone using our automated service, which is available 24 hours a day.

By Direct Debit

Pay your bill by Direct Debit. Setting up a Direct Debit means you have control over your finances – with a choice of payment dates and instalments spread across the year.

Online – through your bank

Register to view and pay your bill through your online banking service. If you bank with Lloyds TSB, Royal Bank of Scotland or NatWest, you can sign-up for a bill management service, which allows you to track and pay your Thames Water bill from the secure environment of your online banking service.

By post

Pay your bill by post. To pay your bill by post, please send a cheque made payable to our company.

At a bank

At a bank. You can pay your bill in full or by agreed instalments at your bank. You will need to take the payment stub attached to your bill with you.

#### At a Post Office

Pay your bill at a Post Office. If you pay your bill at a Post Office, you can do so by cash. However, the Post Office will charge you a processing fee.

#### By PayPoint

Pay your bill at a PayPoint terminal. You can pay the full balance of your bill, or an agreed instalment, in cash at any PayPoint terminal – there are nearly 22,000 PayPoint outlets in the UK.

#### Set up a payment plan

Set up a payment plan. If you would like to pay your bill in instalments, you can do so by setting up a payment plan.<sup>2</sup>

1. Divide into groups and discuss the advantages and disadvantages of the different ways of paying method, and how they could improve paying patterns of household customers.
2. Discuss what kind of information should be recorded with the different paying methods, how it would change customer profile, and customer complaints.

#### **Case 2**

This is Customer Charter of the Royal Bank of Scotlands<sup>3</sup>

'Our commitment to you

This is a serious commitment and we want to tell you how we intend to deliver on it. Over the past year we've made some concrete changes to improve the ways we help our customers.

But we want to do more.

Our Customer Charter is based on the things that you have told us are important. We are committed to making those things real. We don't expect to achieve all of them immediately, and we know that we have work to do, but we will be open about our progress.

We are committed to making banking easy

1. We will extend our opening hours in our busiest branches

---

<sup>2</sup> <http://www.thameswater.co.uk/cps/rde/xchg/corp/hs.xsl/574.htm> (date of download: 26 July 2010)

<sup>3</sup> <http://www.rbs.co.uk/global/customer-charter.ashx> (date of download: 27 July 2010)

---

## GET SATISFIED CUSTOMERS

By the end of 2010 we'll have over 80 branches open on Saturdays, plus selected branches will open early in the morning or late in the evening.

2. We will aim to serve the majority of customers within 5 minutes in our branches

This year we'll introduce a new queue busting programme in our busiest branches to ensure every available member of staff is out serving customers during busy periods.

3. We will provide you with friendly, helpful service whenever you deal with us

We're aiming for 9 out of 10 customers to rate our service helpful.

4. We will help you to make the right choices for you and your money, providing a clear product range with simply explained features and charges

All of our branch literature will be simplified and rewritten in line with customer feedback. We're also introducing a new Customer Service Review programme to make it easier for our customers to choose the right product for them.

5. We will provide a 24/7 telephone banking service

Our call centres are UK Based and we'll always give you the option to speak to a real person.

We are committed to helping when you need us

6. We will work with you to keep you safe when you bank online with us

We provide free market-leading enhanced security software for all online banking users, and we've published our new Online Banking Security Promise.

7. We will help you quickly if your debit card is lost or stolen and you need access to cash

Our emergency cash service is available to all customers whose debit card is lost or stolen.

8. We will continue to be a responsible lender and are committed to finding new ways to help

We don't provide credit limit increases to those who are struggling to meet payments on their credit card and will continue to work with independent organisations to help people in financial difficulty. We will also introduce a dedicated support team to help those who are falling into financial difficulty.

We are committed to supporting the communities we work in.

9. We pledge to stay open for business if we are the last bank in town to ensure a local banking service is available

We've already identified over 100 'Last in Town' locations where we'll continue to provide a local banking service.

10. We will provide young people with financial education through our independently accredited MoneySense programme

In 2010 we will deliver 25,000 MoneySense lessons in schools.

11. We will actively support the local community in which we live and work

We will do this by creating a community fund. In addition, we'll offer all our employees a day off for local voluntary work with the aim of providing more than 7,000 days each year to community volunteering.

We are committed to listening

12. We will resolve customer complaints fairly, consistently, and promptly

We are aiming for 75% of customers to be satisfied with the way their complaint has been handled.

13. Twice a year we will publish the most common areas of complaint

And we'll strive to address the causes.

14. We will actively seek your thoughts and suggestions on how we can become more helpful

We will launch a new Customer Listening Programme to ensure all our staff, including Executives, can hear first hand about the needs and frustrations of our customers.

And you'll be the judge

Every 6 months we'll publish a report to let you see how well we have fulfilled our commitments and identify any areas which need improvement. It will also include a full range of customer comments.

1. After reading the charter make a list of the banks aims.

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
---

---

## GET SATISFIED CUSTOMERS

2. Discuss what kind of 'products'/'services' are offered to reach them. How those products/services can be beneficial to the customers and to the bank?

### Solution

#### Case 2

The following aims are in the charter: 1. committed to listening; 2. committed to supporting the communities RBS works in; 3. committed to helping when needed; 4. committed to making banking easy

MUNKKAANYAG



CHECK YOURSELF

1. Task

What is the definition of 'strategy'?

Handwriting practice area for the first task, featuring a yellow border and seven horizontal lines. A large, faint watermark reading "MUNKKANYAG" is visible diagonally across the page.

2. Task

How company's aims can be turned into products? Cite from the Customer Charter of RBS that could answer the question.

Handwriting practice area for the second task, featuring a yellow border and seven horizontal lines. A large, faint watermark reading "MUNKKANYAG" is visible diagonally across the page.

## SOLUTION

---

### 1. Task

Strategy is understood and defined in various ways. On one hand, strategy could be defined as the competition field of the company. Also, objectives/targets are set. On the other hand, strategy is also viewed as a tool to realize organizational goals. Strategy is the answer to outer opportunities and threats, and inner strength and weakness in order to gain competitive advantages.

### 2. Task

This is a serious commitment and we want to tell you how we intend to deliver on it. Over the past year we've made some concrete changes to improve the ways we help our customers. But we want to do more.

Our Customer Charter is based on the things that you have told us are important. We are committed to making those things real. We don't expect to achieve all of them immediately, and we know that we have work to do, but we will be open about our progress.

MUNKKAMYYLAG

## CUSTOMER GROUPS AND HOW TO APPROACH THEM

### CASE STUDY – WORK SITUATION

A college has decided to start a new educational program for civil engineers. The program is for those having at least 3 years working experience. To get the program sustainable at least 40 people would be need to attend it. Accommodation can be provided by the College itself. The price of the three days program is reasonable for companies, but it is a bit expensive for individuals. You are asked to review the list from the alumni, and make a list of those who might be interested in the new program. You are told to prepare groups based on residence, occupation, employment (self employed should be a separate category), position within the company. Also, add new groups to the list if you find it necessary.

### CONTENT INFORMATION

Persons getting goods or services are called differently depending on the business they are involved. They are called clients in the bank sector, customers/consumers/buyers in the context of selling, tourists or guests in the tourist industry. However, irrespective how they are called, their role is the same to keep your business running by paying for the goods and services.

Customers and their importance are valued differently by the various business entities and their customer service. No wonder that companies group their customers based on various characteristics.

#### The most commonly used aspects of segmentation

- Revenue:
  - a. Usually 3, 5 sometimes 7 groups are identified based on profitability (calculation of return on time) companies and private households (private) customers are usually separated.
- Relationship:
  - b. Regular customer
  - c. Prospective Customer
- Activity:
  - d. Active customer
  - e. Passive customer
- Satisfaction:

## GET SATISFIED CUSTOMERS

- f. Satisfied customer
- g. Lost (unsatisfied) customer
- Relationship to the company:
  - h. Inside customer
  - i. Outside customer
  - j. VIP customer
- Demography:
  - k. Age
  - l. Residence
  - m. Education
  - n. Professional field
  - o. Hobby, spare time

Summary: Persons offered goods or services are called differently depending on the business they get involved. Customer segmentation is important for the companies, so they group their customers. The most commonly used categories are: revenue, relationship to the company, activity, satisfaction, demography.

## STUDY GUIDE

Your friend just started a new business, a travel Bureau. She asks you to help with setting up a database, since she knows you have been working for a travel agency for more than 3 years. She was approached by the Danube–Drava National Park and was asked to cooperate with them in finding out more about tourists' patterns, and preferences. She said yes, but she does not have an organized file system and she doesn't know too much about customer segmentation, customer groups, etc. One day she asks you to take the phone calls, because she has to go to her bank. You have two phone calls during that time, and based on the conversations, you make the initial filing system for her to show how she can develop her own.

Read the following dialogues and do the exercises after it!

### Dialogue 1

P: POP-in Travel Bureau. Kate speaking. How may I help you?

CALLER: Hello, yes, I'm flying to Hungary in the summer on a holiday and hoping to visit the Danube–Drava National Park. Could you give me some information about accommodation?

P: Certainly. Have you any definite dates?

C: Well, we're arriving in Budapest on 21<sup>st</sup> August and drive right away to Baja to spend two weeks there and get to the National Park on the second day.

P: I see. And do you want to stay in a hotel or camp? There is a new youth hostel, as well.

C: Hotel, definitely. We don't need anything luxurious – but surely we need a private bathroom.

P: How many in the party?

C: Just me and my wife.

P: Well, there are quite a few place to go. There are four new hotels, and old one with classical style. The prices vary from 12000–25000 HUF. One of them is very popular, so you'll need to make a reservation very soon.

C: I see. Could you possibly send me details?

P: Certainly. Could you give me your name and address?

C: Yes. It's Mr. Smith, 11 Barn Road, London P7.

P: OK, Mr. Smith. Is there anything else?

C: No, I think that's all – thanks for your help.

P: You're welcome.

## Dialogue 2

P: POP-in Travel Bureau. Kate speaking. How may I help you?

CALLER: Oh, hello. My name's Jess. I'd like some information about Hungary, please.

P: Certainly. What would like to know?

C: Well, we're thinking of going to Hungary with two friends this summer, and we've heard it's possible to camp and kayak in the Danube-Drava National Park, but someone told me you have to reserve?

P: No, you don't have to reserve, but you have to get a permit. When are you planning to come?

C: Hopefully in August.

P: In that case, you can get a permit for four days/week. The permit is 500 HUF/day/person.

C: Great. We're planning to do a lot of kayaking, so we'll probably go on the Danube and the Drava, as well. Can we just camp where we want?

P: No, you have to camp in the designated areas. The facilities are pretty basic, but you don't have to pay for them. The permit covers it.

## GET SATISFIED CUSTOMERS

C: Sounds good.

P: Would you like me to send you some information?

C: Yes, that would be great.

P: OK, can I just have your name and address?

C: Yes, it's Mr. J. Jess, App. 3, 24, Doorstep Road London N9.

P: OK, Mr Jess, I'll put that in the mail for you today.

C: Thanks.

P: You're welcome. Bye.

1. What kind of information can you get about the tourists, their travelling habits, preferences, etc. from the dialogues?



2. Make a table and fill it out for her!



3. Talk to your friend about customer segmentation!

Divide into two groups; in pairs, act out the conversation about customer segmentation between you and your friend. Switch roles.

**Solution**

1. name, address, time of travel, destination, method of travel, accommodation preferences (type of accommodation, level of prices, comfort), number of people visiting the park.

MUNKKAANYAG

CHECK YOURSELF

1. Task

What are the most commonly used aspects of segmentation? Give some examples!

Handwriting practice area with four horizontal lines.

MUNKKAANYAG



## SOLUTION

### 1. Task

The most commonly used categories are: revenue (company–households, relationship to the company (VIP), activity (active–passive), satisfaction (satisfied–unsatisfied), demography (age, residence).

## DATABASE BUILDING WITH PROACTIVE CAMPAIGN

### CASE STUDY – WORK SITUATION

It is good to know: When and how to turn to the Ombudsman (Data Protection Commissioner)? The following text can be found on the ombudsman's homepage:

'In the case of any violation of the rights of a person in connection with his/her personal data, or if there is imminent danger of such violation, it may be reported to the Data Protection Commissioner, for example:

- personal data is collected in an unfair or fraudulent way,
- personal data is registered illegally, used, transmitted or disclosed to the public,
- the data subject is not allowed to check what data of his/hers is kept registered,
- the data subject is not allowed to correct or delete his/her data where he/she is entitled to do so,
- personal data is further used despite the objecting of the data subject, as well
- the data subject is not provided with the requested information of public interest by any state organ and for example:
  - the request of the data subject is not dealt with by the organ or it is dealt with by unjustified delay,
  - the data subject does not agree with the reason of the refusal,
  - the data subject thinks his/her claim may be fulfilled partially at least, or
  - the data subject received the requested data but not in an interpretable form.

Effective laws allow anyone to file a court action in case of the violation of the right for information. The court may order the disclosure of the requested information of public interest, or the termination of the illegal personal data controlling. (In the latter case the court may decide for compensation for the person concerned.)

Besides court action, complaints may be sent to the Data Protection Commissioner.

The Commissioner can not deal with cases already pending before court.

Furthermore he can not deal with cases in which there has been a final judgement made one year or earlier prior to it, or if the related procedure was started before 23 October 1989.

Moreover the data subject may call the attention of the Data Protection Commissioner if he/she gets to know any awkwardness of data controlling, either in the field of protection of personal data or disclosure of information of public interest.’<sup>4</sup>

## CONTENT INFORMATION

**Definitions** (selected from the module 1588), using the Chapter II of the Act LIII of 1992 on the Protection of Personal Data and Public Access to Data of Public Interest (source: [http://abiweb.obh.hu/dpc/index.php?menu=gyoker/relevant/national/1992\\_LXIII&dok=gyoker/relevant/national/1992\\_LXIII](http://abiweb.obh.hu/dpc/index.php?menu=gyoker/relevant/national/1992_LXIII&dok=gyoker/relevant/national/1992_LXIII) (time of download: 23 July 1992))

**'Personal data'** means any data relating to a specific (identified or identifiable) natural person (hereinafter referred to as 'data subject') as well as any conclusion with respect to the data subject which can be inferred from such data. In the course of data processing such data is considered to remain personal as long as their relation to the data subject can be restored. An identifiable person is in particular one who can be identified, directly or indirectly, by reference to his name, identification code or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity.

**'Special data'** means any personal data relating to racial, or national or ethnic minority origin, political opinion or party affiliation, religious or ideological belief, or membership in any interest representing organisation; state of health, pathological addictions, sexual life or criminal personal data

**'Criminal personal data'** means any personal data which originated – during criminal proceedings or prior to such proceedings in connection with the criminal offence or the criminal proceedings – by the organs authorised to conduct criminal proceedings or to investigate criminal offences or by the penal authorities and which can be related to the data subject, as well as personal data relating to previous criminal convictions

**'Data of public interest'** means any information or knowledge, not falling under the definition of personal data, processed by an organ or person performing a state or local government function or other public function determined by a rule of law, or any information or knowledge pertaining to the activities thereof, recorded in any way or any form, irrespective of the manner it is processed and its independent or collected character

---

<sup>4</sup> Source: <http://abiweb.obh.hu/dpc/index.php?menu=gyoker/about/when>, time of download. 26 July 2010

**'Data public on the grounds of public interest'** means any data, not falling under the definition of data of public interest, the making public or accessibility of which is provided for by an Act on grounds of public interest

**'Consent for processing personal data'** means any freely given, specific and informed indication of the wish of the data subject by which he signifies his unmistakable agreement to the processing, either wholly or partially, of personal data relating to him.

**'Objection against processing personal data'** means the statement of the data subject by which he objects to the processing of his personal data and requests termination of the data processing and/or deletion of the processed data.

**'Data controller'** means any natural or legal person or any organisation without legal personality that determines the purpose of the processing of data, makes decisions on data processing (including those as to the means of the processing) and implements these decisions or has them implemented by the technical data processor he has commissioned.

**'Data processing'** means any operation or set of operations which is performed upon data, irrespective of the applied procedure, such as collection, obtaining, recording, organisation, storage, alteration, use, transfer, making public, alignment or combination, blocking, deletion or destruction, as well as the barring of their further use. Photographing, sound or image recording, as well as the recording of physical characteristics suitable for personal identification (such as fingerprints, and palm prints, DNA samples and iris images) shall also be considered as data processing.

**'Data transfer'** means making data accessible for a specific third party.

**'Making public'** means making data accessible to any person.

**'Deletion of data'** means making data unrecognisable in such a way that they are not possible to restore any more.

**'Blocking of data'** means the making it impossible, for a definite period of time or finally, to transfer, access, make public, adapt, alter, destroy, delete, align or combine, or use the data.

**'Destruction of data'** means the complete physical destruction of data or of the data carrier containing them.

**'Technical data processing'** mean<sup>1</sup> the performance of technical tasks related to data processing operations, regardless of the methods or means employed or of the place of application.

**'Technical data processor'** means any natural or legal person or organisation without legal personality that carries out the technical processing of personal data, either on commission by the data controller or pursuant to a rule of law.

**'Personal data filing system'** ('filing system') means any structured file of personal data, whether centralised, decentralised or dispersed on a functional or geographical basis, that is accessible according to specific criteria.

**'Data file'** means the totality of data processed in a filing system.

**'Third person'** means any natural or legal person or organisation without legal personality, other than the data subject, the data controller or the technical data processor.

**'Third country'** means any country that is not a member of the European Economic Area.

**Customer handling module of call / contact centre's** is to ensure effectively a quick access to filed data on customers and their automated maintenance during operation.

Summary: Different kinds of data (personal, special, criminal, public) are gathered, processed, stored, etc. about costumers. Data controllers and technical data processors should be aware of the different legal rights and obligations, and company rules related to each of them. Data controller should be able to make distinction between data gained during a proactive campaign and build the database accordingly. Data recorded should be precise, short, easy to understand.

## STUDY GUIDE

### Case 1

You work for the local sewage treatment company. The number of customers is 5 thousand (432 business organisations and 4568 households). The contract between the company and customers are regulated by the Act on Water Management and the local government decree. The Ombudsman of Data Protection fined the company for mishandling customers' data. Your boss does not know anything about data protection. He knows you are a trained assistant so he asks you to read the Act on Data Protection and give an oral report within two days.

1. Read the following abstract from the Act on Data Protection.

'Article 3

(1) Personal data shall not be processed unless

a) the data subject has given his consent; or

b) ordered by an Act, or – based on authorisation conferred by an Act, and within the range of data specified therein – ordered by a local government decree.

(2) Special data shall not be processed unless

- a) the data subject has given his written consent; or
- b) regarding data set out in point a) of paragraph (2) of Article 2, an international agreement prescribes it or it is ordered by an Act, either in order to enforce a fundamental right provided for in the Constitution or in the interest of national security, crime prevention or criminal investigation; or
- c) ordered by an Act in other cases.

(3) Where data processing is obligatory, the purpose and conditions of data processing, the range and accessibility of data to be processed, the duration, as well as the person of the data controller shall be determined by the Act or local government decree ordering the data processing.

(4) On grounds of public interest, an Act may order the making public of an explicitly defined range of personal data. In all other cases data may not be made public without the consent, in the case of special data without the written consent, of the data subject. In cases of doubt it shall be presumed that the data subject has not given his consent.

(5) The data subject shall be presumed to have given his consent in the case of data communicated by him in the course of his public appearances or handed over by him for making them public.

(6) In proceedings commenced at the request of the data subject he shall be presumed to have given his consent to the processing of his data necessary therefore. The data subject's attention shall be drawn to this fact.

(7) For the performance of tasks determined in a contract, the data subject may give his consent in the contract concluded in writing with the data controller. In this case the contract shall contain all the information on the processing of personal data the data subject must be aware of under this Act, especially the range of data to be processed, the duration of data processing, the purpose of utilisation, the transfer of data and, the employment of the services of a technical data processor. The contract shall contain explicitly that the data subject consents, by signing the document, to the processing of his data as set out in the contract.

(8) If the data subject, due to physical causes or his physical incapacity to act, is unable to give his consent to the processing of his data, his personal data, including special data, may be processed, to the extent necessary, in order to protect the vital interests of the data subject or of another person, or in order to avert or prevent a catastrophe or emergency.'

2. Answer to the following questions:

- a) When is the consent of the data subject needed?
- b) Is there any other pieces of legislation you have to check, if you want to know the specific rules on data processing related to your company's costumers?

3. Divide into groups. Think of a list of the different information you might keep record of on the customers at a sewage company. Discuss the nature (personal, special, etc.) of the data and the related obligations.

### Case 2

Two Hotels have merged. Your task is to update the database concerning VIP guests (names of the company, address, names of Executives and their positions, names of the regular guests sent by the company)

1. Divide into groups. Discuss who to ask for the information, what kind of experience people in the group have already had in finding out such information.

### Case 3

You work for a public service company providing drinking water. Your company plan to introduce a new program helping disabled people (e.g. deaf, or having hearing problems, blind). The company has prepared a brochure with the following information on the extra services:

'Large print, braille or talking bills

Large print services

We can send your bills and letters in large print.

Braille services

We can send bills to you in braille (grades one and two) and we are happy receive braille letters.

Talking bill service

You can also register for our 'talking bill' service. We telephone you before sending your bill and help you arrange payment, as well as discussing any other concerns. You can request a number of our popular leaflets that are available on CD.

Screen reading software users

If you use screen reading software on your computer, for example JAWS, please register to have bills emailed to you. You can listen to your bill details before receiving them in the post.

Coloured background bills

---

## GET SATISFIED CUSTOMERS

We can send you your bill on different coloured paper. This can be particularly helpful for customers with dyslexia. <sup>5</sup>

Your boss ask you to prepare a special profile for them and to check what are the rules concerning their data.

1. Discuss the problems of disabled people. Based on the brochure make a list of what kind of additional information the database should include (e.g. type of disability, special treatment).

### Solution

#### Case 1

2. a) Article 3 (1) a); (2) a) and (4) (7) when the consent has to be asked. There are other cases when the data subject's consent is presumed: (5), (6). If the data subject is unable to give his consent then special rules must be applied: (8)

2. b) Yes, I have to check what kind of data processing is obligatory related to the public service on sewerage. The rules could be in an Act and/or in local government decree. The contract between the sewage company and the customers are regulated by the Act on Water Management and by local government decrees. I have to check those.

---

<sup>5</sup> Source: <http://www.thameswater.co.uk/cps/rde/xchq/corp/hs.xsl/555.htm>



CHECK YOURSELF

1. Task

'Who is the data subject?'

Handwriting practice area with four horizontal lines.

2. Task

Correct the following text:

'**Deletion of data**' means complete physical destruction of the data and its container.

'**Blocking of data**' means the making it possible, for a definite period of time or finally, to transfer, access, make public, adapt, alter, destroy, delete, align or combine, or use the data.

'**Destruction of data**' means the making the data unrecognisable and it impossible to have access to it.

Handwriting practice area with eight horizontal lines.

## SOLUTIONS

### 1. Task

'Data subject' is the terminology used for a natural person in the context of data protection.

### 2. Task

Check the definitions in the chapter: Content Information

MUNKKAAANYAG

## REFERENCES

### REFERENCES

<http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm> (26 July 2010)

<http://www.thameswater.co.uk/cps/rde/xchg/corp/hs.xsl/574.htm> (26 July 2010)

<http://www.rbs.co.uk/global/customer-charter.ashx> (27 July 2010)

<http://abiweb.obh.hu/dpc/index.php?menu=gyoker/about/when>, (26 July 2010)

<http://www.thameswater.co.uk/cps/rde/xchg/corp/hs.xsl/555.htm> (26 July 2010)

[http://www.callcentres.com.au/Cold\\_Calling.htm](http://www.callcentres.com.au/Cold_Calling.htm) (date of download: 27 July 2010)

<http://www.businessballs.com/salestraining.htm#glossaryofsalesterms> (25 July 2010)

<http://www.businessballs.com>

Bohnné Keleti Katalin: Elégedett az ügyfél? Public Press Kft., 2005.

Értékesítési alapismeretek (Tankönyvpótló jegyzet). Humán Erőforrás Alapítvány, 2004.

Személyes ügyfél-kommunikáció (Tankönyvpótló jegyzet). Humán Erőforrás Alapítvány, 2003.

Telefonos ügyfél-kommunikáció (Tankönyvpótló jegyzet). Humán Erőforrás Alapítvány, 2003.

Ügyfélszolgálat felsőfokon. Z. Press, 2005.

Üzleti kommunikáció (Tankönyvpótló jegyzet). Humán Erőforrás Alapítvány, 2003.

Kellemin, John: Az ügyfél szolgálatában. SHL, 1998.

### SUGGESTED READING

<http://www.businessballs.com>

A(z) 2569-06 modul a08-as szakmai tankönyvi tartalomeleme felhasználható az alábbi szakképesítésekhez:

A szakképesítés OKJ azonosító száma:	A szakképesítés megnevezése
54 347 01 0000 00 00	Idegen nyelvi ügyfélkapcsolati szakügyintéző

A szakmai tankönyvi tartalomelem feldolgozásához ajánlott óraszám:  
14 óra

MUNKANYELVI ANYAG

MUNKANYAG

A kiadvány az Új Magyarország Fejlesztési Terv  
TÁMOP 2.2.1 08/1-2008-0002 „A képzés minőségének és tartalmának  
fejlesztése” keretében készült.

A projekt az Európai Unió támogatásával, az Európai Szociális Alap  
társfinanszírozásával valósul meg.

Kiadja a Nemzeti Szakképzési és Felnőttképzési Intézet  
1085 Budapest, Baross u. 52.

Telefon: (1) 210-1065, Fax: (1) 210-1063

Felelős kiadó:  
Nagy László főigazgató