

Global Communication Course Sample Session

音声は <http://manabi.st/download/sample.mp3/> よりダウンロードの上、以下スクリプトを御覧になりながらお聞きください。

Sharon: Do you know what loyalty cards are?

*****:

Yes. I know.

△ ココで LOTTERY? とすぐ聞けば尚 better ですよ!

Sharon: So how many do you have?

*****:

I have never. [Laughs]

Sharon: None?

*****:

I have never buy the lottery.

VERY GOOD!
早い段階で確認していますので
すぐ miscommunication が解消
できています。

Sharon: No, not lottery.

*****:

Not lottery?

Sharon: Loyalty.

*****:

Loyalty card?

Sharon: Yeah.

*****:

I don't know, I'm sorry, I misunderstood.

Sharon: That's okay.

*****:

Yeah, yeah, yeah.

Sharon: So we need to, let's just, let's just break this point. Remember to confirm.

*****:

Yeah, please.

Sharon: So, a loyalty card is kind of like a point card. It is a point card. So for example, one of the loyalty card that I use the most is my airline loyalty card for--

*****:

I see, I see. I have a lot.

Sharon: You have a lot. Okay. Which ones do you use most?

*****:

Department store, airline and website.

Sharon:

Website, which website?

*****:

In Japan, Rakuten in websites are Rakuten we, we, a lot of Japanese buy the Rakuten means the website is not really shop, so Rakuten, then a lot of shop website in

STATEMENTで終わるとQ&A形式で常に答える側に回ってしまいます。
常に相手をengageする意識。南から店を南に返す意識を持って下さい！

Rakuten website. ⇒ STATEMENT

Sharon: Right, so kind of like individual sellers who use Rakuten to sell their products.

*****: Yes, and then we can earn the point from Rakuten shop even we bought another shop. ⇒ STATEMENT

Sharon: As long as you buy it on Rakuten.

*****: Yeah. We can use the point to every shops in Rakuten Website. ⇒ STATEMENT

Sharon: Okay, I see. So you use Rakuten a lot.

*****: Yeah, sometimes.

Sharon: Sometimes.

*****: Yes. ⇒ ここで What do you use? みたいなのは相手の意見を南く。

Sharon: And what else?

*****: In latest days, I have a lot of website point from the massage shop or, yes.

Sharon: So you use that, yeah. Why do you think companies create loyalty programs?

*****: I think, if similar kind of shop, I can't find similar kind of shops, at first, I earned the point one shops. I tried to the point on that shop, that's why, how can I say, loyalty. That loyalty. , don't you think so? を入るとか、engage

Sharon: That loyalty しないよ！

*****: ココまで100%答える側に回っています！
Customers feel loyalty to first shop and they will continue to buy on the same shops to earn the point, and they use. That's why, I think.

Sharon: Yeah, so remember as we're having this discussion, remember to engage me in the discussion. So, I mean, don't just kind of answer my questions, but also ask me questions. Engage me into the discussion. What do you think? と南く。

*****: Engagement, so you mean that we try to discuss about engagement. VERY GOOD! なんか自然に出るよ、確認作業と

Sharon: No, I mean, remember when you talked to Mr. Otsuka last time? っていうのはいいですね！

*****: [Grunts]

Sharon: And he said that you should constantly engage me in the conversation.

*****: Yes, okay.

Sharon: So, instead of kind of I ask, you answer, nothing, I ask, you answer, I ask, you answer, that's not a conversation. Well, it is, but it's not the kind we want to have.

*****: Okay, I'll try to.

Sharon: So keep that in mind.

*****: Okay.

Sharon: So, let's go back to the discussion. I'm gonna start again, so, how many loyalty cards do you have.

*****: I can't count. I have a lot. 10? Yeah, about 10 cards.

[Silence]

*****: Sorry?

Sharon: Now, you should ask something like, "Well how about you? How many do you have?" So let's try again. Okay, so--

*****: Okay.

Sharon: So

*****: [Inaudible, 09:33]

Sharon: No, no, so, what loyalty cards do you have?

*****: I have about 10 cards, how about you?

[4:54]

Sharon: I also have probably about 10. But, probably, I think that I actively use about 4 or 5.

*****: I see. ⇒ ではなく、So what's the most active one?

Sharon: How about you?

*****: Yeah, same as me. So, what kind of card do you have? ⇒ とさらに深く掘っていく。"I see" だと/会話か...ここを終わってしまうのでまた相手から会話を始めないといけない。完全に委ねてしまっている。

Sharon: You know, the ones that I use most often are both--

Sharon: --my United Airlines. I don't travel that much, but my credit card also give me points to United. So it's that one. I use a loyalty card at the supermarket.

*****: I see. ⇒ So do you get discounts? と掘っていく...

Sharon: That gives me special prices on things.

*****: Oh, really? Same as in Japan.

Sharon: It is?

*****: Yes. Yes. Sometimes, we have, if people have a loyalty card, sometimes we get discounts from the shop.

Sharon: And if you don't have the loyalty card, then you cannot get the discount.

*****: Sorry? Pardon please? *Sorry (ア)使かない。ポイントに*

Sharon: So, if you do not have the loyalty card from that shop, then you cannot get the discount? *Can you say that again? のちか professional じゃ*

*****: Yes, I can buy the, how can I say, the official price.

Sharon: Regular price.

*****: Regular price. And if we will pay the ¥100 or ¥200, we can get the discount ¥500 or something. That's right. A lot of people will make the loyalty card. *ここで Do you know what I mean? Is it the same with you?*

Sharon: Yeah, sometimes, especially my supermarket, but also, I use my points on airlines a lot, so I don't buy airline tickets. *STATEMENT*

*****: Really?

Sharon: Sometimes, I do. Yeah, but also if I'm going someplace in the US, I just use points. *GOOD! 早くポイント作業をしていきます。*

*****: That means, if you, you and the airline mile, you can use a point in the supermarket?

Sharon: No, I mean, I can, when I buy something with my credit card in the supermarket, then I get airline miles for that.

*****: I see, I see.

Sharon: Because of my credit card.

*****: Yeah, I have JAL card same as you.

Sharon: So those add up. Right? Eventually you can take a free flight or something. Do you think that companies make money off the loyalty programs? Do you think that they would benefit?

*****: For company?

Sharon: Yeah. *VERY GOOD!*

*****: You mean, for company, how can, what kind of benefit do company get?

Sharon: Yes. That's it.

*****: So, that, I, in my idea, that company try to, how can I say, customer feel the loyalty to the company, they will continue to buy or get the service. That's why, that is the

VERY GOOD!

benefit for the company, I think. What do you think?

Sharon: I agree. I mean, it's, they always say, in marketing, it's much easier, and much cheaper to keep a customer than to get a new customer.

*****: Yes, I think so.

Sharon: So, I think from that stand point, they are beneficial for companies.

*****: Yeah.

VERY GOOD!

Sharon: But, it's very important that the companies design effective programs.

*****: You mean the, design the system or earning the point?

right? と入札5枚とよい
conversational 感
か出さず.

Sharon: Right, that's what I mean. Yeah. So, for example, there was a car wash

*****: Car wash. What does a car wash mean?

GOOD! 9<"入"ト

Sharon: A car wash is a company, a business where you go and wash your car.

*****: I see

Sharon: So they just wash your car for you. So, and this is just a local business. But they had a loyalty program, and they did an experiment to try to figure out what type of loyalty program would be most effective.

*****: You mean, they have the good way to have, to display, they will ~~recommend~~ ^{develop} the loyalty program?

[9:54]

Sharon: Right, well, they had 2 different loyalty programs, and they wanted to see which loyalty program was best. So they did kind of an experiment.

*****: [Grunts] ⇒ ㄣㄣ! Oh! Experiment ... Ok ... ㄣㄣ=いじ

Sharon: And they gave customers, there were a total of 300 customers.

ㄣㄣ=ㄣㄣ=いじす.

*****: 300 customers, that customer is a provide loyalty program?

Sharon: Right, they all are members of the loyalty program.

*****: I see.

Sharon: And then, but half of those customers received a card that said, "Everytime they bought a car wash, their loyalty card would be stamped"

*****: I see.

Sharon: And after they get 8 stamps, they get a free car wash.

*****: Nice. ⇒ GOOD! 理解していることをちゃんとコミュニケーション
しています。

Sharon: Have you ever used that type of loyalty card?

*****: Yes. Yes, so coffee shop in my company

Sharon: Exactly. ⇒ TONGがすごくていいです。Communication 感を出しています。

*****: That's it. We bought 20 cups of coffee. We will get the free.

Sharon: Right. Cafes use this system a lot. 20 cups is a lot. The one that I use is 8. [Laughs]

*****: 8. Our company's coffee shop is 20.

Sharon: And also, one other thing with the coffee shop I use it, there is 1 card for if you bring your own cup, and it's cheaper if you bring your own cup than if they give you a cup.

*****: Yes, same as our company's--

Sharon: Oh, good. I'm glad. Because I always carry my own cup. Anyway--

*****: I get that 2 points.

Sharon: 2 points?

*****: Yeah, 2 points from if we bring that cup

Sharon: Oh, wow.

*****: My own cup.

Sharon: That's much better.

*****: Yes. So, that means that if we buy 10 cups of coffee by our own cups, so we can get free.

Sharon: Wow. Because here, I think you can get 20 cents or 10 cents of discount, or something. It's not so much. But anyway, okay, so then, back to this car wash. Half of them got that 8, the 8 stamps that are required. The other half received a card that said, "10 stamps were required to receive a free car wash, but it already had 2 stamps." VERY GOOD! ENGAGEしています。

*****: What's the difference? So, first one, is the 8 car wash in a, after that 1 free, and second one, first they got 2 stamps already, and then 8 free?

Sharon: Exactly. 8 stamps, and they get 1 free.

*****: It's the same, isn't it?

Sharon: Same 8 car washes are required for a free one.

right?
↓
入れたし...
engagement とは このことですか!
6

*****: Yes

Sharon: Exactly.

*****: Yes. What's the difference?

Sharon: The only difference, that's the question. I mean, do you think, I mean, both groups need 8 car washes to get a free one. But do you think there was a difference in terms of which card was more effective in getting people to go to the car wash?

*****: Yeah, now I see. I think the second one is more effective, because, so, first I got the 2 points, so I've already felt loyalty to that car wash company, and continue to go there. ⇒ STATEMENT! Do you know what I mean? ええ -

Sharon: Interesting. So, yeah, they kind of made you feel loyal even if it was your first time to visit. Do you agree with me? ええ、はい。

*****: Yes.

Sharon: Interesting.

*****: What do you think?

Sharon: You know, I agree. I think that, I didn't think of it from that perspective. But I do think that, if you, if you already 2 stamps, you'd think that, "Wow, 2 down, 8 to go" I'm already 20% finished, I only have 80% to go. As opposed to I have 100% left.

*****: Yes, I see. So, do you have such kind of card?

Sharon: I do have that kind of card, but I never get free stamps. I always have to buy something first.

*****: Yes. I have this kind of card. First, 5 points. And if I got the 15 points, I can get free, so I'm not serious to get the free point first.

Sharon: Oh, hearing that, I do have Sears, a big department store, sometimes they would send me an e-mail, saying, "You have 5000 bonus points" which is worth \$5--

Sharon: --But I have to go buy something, I have to spend. If I spend you know, \$50 within the next week, I get the 5000 free points.

*****: My goodness, I have to go!

Sharon: Sometimes, that's the thing. Yeah, sometimes, that's like "Oh maybe, yeah." But if I need, yeah, so it's actually been effective in my case.

*****: Yes.

Sharon: But with the car wash, they found the same thing. In the first group, 19% of the

customers went 8 times and they got a free car wash.

*****:

I see.

⇒ 数字は「8」が正しい。One-nine or Nine zero?
みたい！

Sharon:

But in the second group, 34% got 8 car washes and a free car wash.

*****:

Really?

Sharon:

Yeah, so it's almost--

*****:

Second one is less than first one?

⇒ VERY GOOD!

Sharon:

No, no, more. 19 vs. 34.

*****:

Ah sorry. First one is 90%?

Sharon:

19.

*****:

19, sorry, okay I see. 50% more.

Sharon:

Yeah. But it's a lot more. I mean, it's almost double.

*****:

Yes, it's very, very effective.

Sharon:

Yeah, it made a big, and it seems so simple.

*****:

Yes. That's a wise idea, right?

⇒ 素敵！これをもっと作って欲しいです！

Sharon:

Yeah. And one other thing is that, the people in the second group, they went, like they got their car washes in a shorter amount of time.

*****:

I see.

Sharon:

So they went more often.

*****:

[Grunts] They try to earn the point

, right?

○ 前と同じように入れば
よりengageしている感じが
出ます。

Sharon:

I think so, there was kind of motivation.

*****:

Yeah, I see. Oh my goodness.

Sharon:

Yeah, so can you think of, as a customer, can you think of any disadvantages of all these loyalty programs everywhere?

*****:

Sorry? So you mean that, what is the desired advantage for--

Sharon:

Yes.

*****:

So, in Japan, if a personal data is very difficult to keep in each company. So if they gave to the customer loyalty card, they have to control personal data, customer's

↓
ちょっと Sharon の反応がなくなってきました。相手が聞き入った
すぐ "Am I answering your question?" と一度返した方がいいです。

こういった決めゼリフみたいのを場面に応じて持っていたいです。

personal data

Sharon: Yes.

*****: So it's very difficult and, pay attention, that's right. These are the disadvantages, I think

Sharon: For the company?

*****: For the company.

Sharon: Yeah. I would agree, that there are kind of obligations. What about disadvantages to the customers?

*****: Oh, waste of the money. [Laugh] STATEMENT! Don't you think so? & engage!

Sharon: [Laugh] An incentive to spend, right?

*****: Spend a lot of money, so that will mean, so if I got the e-mail, in one minute, you can pay ¥5000, so you can get the point or something.

Sharon: Right, so forces you to.

*****: Yes, be careful.

Sharon: Yeah, I agree. That's another kind of, that's. But one other a couple of other things, though, that a company knows more about us now. For example, the supermarket. They, I mean they knew before, I guess, anyway. But they know what I buy, when they buy it. I feel that they know a lot. So, just the data that we are giving to them.

*****: Yes.

Sharon: I don't use a smartphone, so in that way, maybe I am kind of, I don't give as much, I don't carry around anything like that. Companies don't know where I am.

*****: You mean, the company knows a lot of your personal data. Which kind of food you like, or something.

Sharon: Yeah, which doesn't, I mean, for a supermarket, I don't really care. But in other areas, it could easily--

*****: Yes, yes, yes. Be careful.

Sharon: And that's not why I don't use a smartphone, I don't need a smartphone, that's why I don't use one. But, the other thing is that, so many different passwords. So many to remember, right?

Sharon: So many to remember, right?

[20:11]

*****: Sorry?

Sharon: So many different passwords to remember.

*****: Yes.

Sharon: Right?

*****: Passports. ⇒ GOOD!

Sharon: Passwords

*****: Password. Yes. It's very difficult to remember.

Sharon: Right. Because some have to be 4, some have to be 8, some have to have numbers, some have to have capital. You know, they all have different rules.

*****: Yes, yes, yes. And sometimes, that company said, "You have to change once a

Sharon: Yes.

*****: month or something?"

Sharon: That's even worse. [Laughs]

*****: Yes, you kind of control.

Sharon: Right, yeah. It's worse. Anyway, but we save money, I guess, sort of.

*****: Yes.

Sharon: Any questions about anything?

所感

1. 確認作業の取り方、そのタイミングを含め、とても良くなって来たと思います。”So you mean...?”が自然に出て来ているのがいいですね！

Loyalty Cards ⇔ Lottery Cards

Password ⇔ Passport

もすぐに確認が取れていますので misunderstanding がすぐに解消されています。素晴らしいですね！

2. 課題は engagement です！ Statement で文を終わらせるとコミュニケーションではなく Q&A になってしまいます。それも【相手が聞く】→【自分が答える】→【沈黙】→【相手が聞く】→【答える】と常に自分が答える側にまわってしまうと相手は全く楽しくありません。I think と自分の意見ばかりをいって終えるのではなく、最低でも自分の意見に対して相手がどう思うかは聞く。これは礼儀です。

“Do you agree with me?”

“What do you think?”

が自然と出てくるようになりたいですね。あとは一回聞いて安心するのではなく、Sharon がやっているようにどんどん深堀して聞いていきたいですね。

文の最後に “..., right?” や “..., isn’t it?” をつけるだけでも Statement 調が Conversational 調に変わります。

3. ちょっと長く持ち続けているところがあります。うまく説明出来ていないと思ったら再度言い直そうとせず、

“Do you know what I mean?”

“Does this make sense?”

といって一度相手に返す。そして相手が自分の言いたいことをどう理解しているか言ってもらう。それに乗っかって説明する。それが出来るようになると楽になりますよ！