

Customer Care and the Welsh language

01

Understanding language choice

Bilingual speakers decide which language they are going to speak when they enter different situations. People often wish to speak a certain language because they feel more comfortable in that language. This is especially true if people are vulnerable.

02

Environment

Make sure the environment is bilingual and welcoming. Ensure that **visual** displays, including posters and signs, are bilingual. The **auditory** environment has a significant impact on people's language choice. Control the environment by playing Welsh music, choosing a Welsh language radio station or setting the TV to a Welsh language channel.

Top Tip: Hearing staff speak Welsh to each other is a clear sign for Welsh speakers that they are welcome to use the language.

03

Greeting

To support customers to choose to speak Welsh they need to hear the language being used. By making sure we greet the customer first, whether in Welsh only or bilingually, we take the responsibility and clearly show that people are welcome to communicate in Welsh or English.

04

Responding

Responses need to be proactive. Attempt to respond in the language the service user has chosen. This will mean something different to everyone.

Staff who speak Welsh confidently – You can hold a full conversation in the language people choose.

Staff who are less confident speaking Welsh – Use as much Welsh as possible. People will be grateful to you for trying and responding to their needs to the best of your ability. Don't be afraid to ask for the word in English if you are not sure of the meaning.

Staff who cannot hold a conversation in Welsh – Use as many Welsh words as possible within your sentences and be courteous. Explain your situation and state that you are going to contact someone who can speak Welsh, and do so without giving the impression that that is inconvenient.

***In accordance with the Welsh Language Standards, public facing reception staff should be able to communicate in Welsh with customers**



Keep a Record

If possible keep a record of the service users' preferred language so that you will remember next time, and will be able to respond confidently in their chosen language. It is frustrating for Welsh speakers if they have to ask again and again.

Check list

- Greet service users in Welsh or bilingually
- Visible signs stating that it is possible for service users to use the Welsh language
- A badge for reception staff clothing stating that they speak Welsh
- All signs in the reception are in Welsh and English
- Digital resources displaying Welsh and English messages
- Language vocabulary guide available for staff to support them with greeting in Welsh



Vocabulary

Greetings - Bore da - Good morning / Pnawn da - Good afternoon / Noswaith dda - Good evening/ Alla' i'ch helpu chi? - Can I help you? / Sut alla' i'ch helpu chi? - How can I help you?

Answering the phone - as above and add the name of the service.

Transfer to another member of the team - Dwi'n eich trosglwyddo chi i . . . - I'm transferring you to . . .

Explain that you don't speak Welsh - Dwi ddim yn siarad Cymraeg. - I don't speak Welsh. Mi wna'i nôl help / siaradwr Cymraeg. - I'll get help / a Welsh speaker Dwi'n dysgu Cymraeg. Siaradwch yn araf os gwelwch yn dda. - I'm learning Welsh. Please speak slowly.

Your vocabulary:

Top Tip: You should know who speaks Welsh in your department/team. Make a note of their name/contact details beforehand in order to be able to respond quickly and efficiently.

Contact details for Welsh speaker/s:

