

编写说明

新丝路“中文+职业技能”系列教材是把中文作为第二语言，结合专业和职业的专门用途、职业用途的中文教材，不是专业理论教材，不是一般意义的通用综合中文教材。本系列教材定位为职场生存中文教材、立体式技能型语言教材。教材研发的目标是既要满足学习者一般中文环境下的基本交际需求，又要满足学习者职业学习需求和职场工作需求。它和普通的国际中文教材的区别不在语法，而在词汇的专门化程度，在中文的用途、使用场合、应用范围。目前，专门用途、职业用途的中文教材在语言分类和研究成果上几近空白，本系列教材的成功研发开创了中文学习的新视野、新领域、新方向，将“中文+职业技能+X等级证书”真正融合，使学习者在学习中文的同时，也可通过实践掌握职业技能，从而获得X等级证书。

适用对象

本系列教材将适用对象定位为双零基础（零语言基础、零技能基础）的来华学习中文和先进技能的长期或者短期进修生，可满足初、中、高各层次专业课程的教学需要。教材亦可供海内外相关的培训课程及“走出去”的中资企业培训本土化员工使用。

结构规模

本系列教材采取专项语言技能与职业技能训练相结合的中文教学及教材编写模式。教材选择当前热门的物流管理、汽车服务工程技术、电子商务、机电一体化、计算机网络技术、酒店管理等六个专业，培养各专业急需急用的技术岗位人才。每个专业教材均包括初、中、高级三册。每一册都配有专业视频教学资源，还附有“视频脚本”“参考答案”等配套资源。

编写理念

本系列教材将词语进行分类，区分普通词语和专业词语，以通用语料为基础，以概念性、行为性词语为主，不脱离职场情境讨论分级，做到控制词汇量，控制工作场景，控制交流内容与方式，构建语义框架。将语言的分级和专业的分级科学地融合，是实现本系列教材成功编写的关键。

教材目标

语言技能目标：

初级阶段，能熟练掌握基础通用词语和职场的常用专业词语，能使用简短句子进行简单

的生活及工作交流。中级阶段，能听懂工作场合简单的交谈与发言，明白大意，把握基本情况，能就工作中重要的话题用简单的话与人沟通。高级阶段，能听懂工作场合一般的交谈与发言，抓住主要内容和关键信息，使用基本交际策略与人交流、开展工作，能初步了解与交际活动相关的文化因素，掌握与交际有关的一般文化背景知识，能排除交际时遇到的文化障碍。交际能力层次的递进实现从初级的常规礼节、基本生活及工作的交流能力，到中级的简单的服务流程信息交流能力，最后达到高级的复杂信息的交流和特情处理的能力。

职业技能目标：

以满足岗位需求为目标，将遴选出的当前热门的专业工作岗位分为初、中、高三级。物流管理专业初、中、高级对应的岗位分别是物流员、物流经理、物流总监；汽车服务工程专业初、中、高级对应的岗位分别是汽车机电维修工、汽车服务顾问、技术总监；电子商务专业初、中、高级对应的岗位分别是电子商务运营助理、电子商务运营员、电子商务客服；机电一体化专业初、中、高级对应的岗位分别是机电操作工、机电调整工、机电维修工；计算机网络技术专业初、中、高级对应的岗位分别是宽带运维工程师、网络运维专员、网络管理员；酒店管理专业初、中、高级对应的岗位分别是前厅基层接待员、前厅主管、前厅经理。每个专业分解出三十个工作场景/任务，学习者在学习后能够全面掌握此岗位概况及基本程序，实现语言学习和专业操作的双重目标。

编写原则

1. 语言知识技能与专业知识技能并进，满足当前热门的、急需急用的岗位需求。
2. 渐进分化，综合贯通，拆解难点，分而治之。
3. 语言知识与专业知识科学、高效复现，语言技能与专业技能螺旋式上升，职场情境、语义框架、本体输入方式相互配合。
4. 使用大量的图片和视频，实现专业知识和技能呈现形式可视化。
5. 强化专业岗位实操性技能。本系列教材配有专业技术教学的视频，突出展示专业岗位的实操性技能，语言学习难度与技能掌握难度的不匹配可通过实操性强的视频和实训环节来补充。

特色追求

本系列教材从初级最基础的语音知识学习和岗位认知开始，将“中文+职业技能”融入在工作场景对话中，把工作分解成一个个任务，用图片认知的方式解决专业词语的认知

问题，用视频展示的方法解决学习者掌握中文词语与专业技能的不匹配问题，注重技能的实操性，注重“在做中学”。每一单元都设置了“学以致用”板块，目的不仅仅是解决本单元任务的词语认知问题，更是将学习的目标放在“能听”“能用”“能模仿说出”上。我们力争通过大量图片的使用和配套视频的展示，将教材打造成立体式、技能型语言教材，方便学习者能够更好地自主学习。

使用建议

1. 本系列教材每个专业分为初、中、高级三册，每册10单元，初级每单元建议8~10课时完成，中级10~12课时完成，高级12~14课时完成。
2. 教材注释和说明着力于简明扼要，注重实操性，注重听说技能培养，对于教材涉及的语法知识，教师可视情况予以细化和补充。
3. “单元实训”板块可以在课文和语言点学完之后作为课堂练习使用，建议2课时完成。教师要带着学习者按照实训步骤一步步完成，实训步骤不要求学习者能够看懂，读懂，重要的是教师要引领操作，实现学习者掌握专业技能的目标。
4. “单元小结”板块是对整个单元关键词语和核心内容的总结，对于这部分内容，教师要进行听说练习，以便更好地帮助学习者了解本单元的核心工作任务。
5. 教师上课时要充分利用教材设计的练习，引导学习者多听多练，听说结合，学做合一。
6. 教师要带着学习者熟练诵读课文，要求学习者把每课的关键词语和句子、课堂用语背诵下来。

特别感谢

感谢教育部中外语言交流合作中心将新丝路“中文+职业技能”系列教材列为重点研发项目，为我们教材编写增添了动力和责任感。教材编写委员会负责整套教材的规划、设计与编写协调，并先后召开上百次讨论会，对每册教材的课文编写、体例安排、注释说明、练习设计、图片选择、视频制作等进行全方位的评估、讨论和审定。感谢编写委员会成员和所有编者高度的敬业精神、精益求精的编写态度，以及所投入的热情和精力、付出的心血与智慧。感谢关注本系列教材并贡献宝贵意见的国际中文教育教学界专家和全国各地的同人。

新丝路“中文+职业技能”系列教材编写委员会
2023年4月

Compilation Instructions

The New Silk Road “Chinese + Vocational Skills” is a series of Chinese textbooks for specialized and vocational purposes that combine professional and vocational technologies with Chinese as a second language. Instead of being specialized theoretical textbooks, or comprehensive or universal Chinese textbooks in a general sense, this series is intended to be Chinese textbooks for career survival, and three-dimensional skills-based language textbooks. The textbooks are developed with a view to meeting students’ basic communication needs in general Chinese environment, and their professional learning needs and workplace demands as well. They are different from ordinary Chinese textbooks for foreigners in the degree of specialization of vocabulary, in the purpose, usage occasion, and application scope of Chinese (not in grammar). At present, Chinese textbooks for specialized and vocational purposes are virtually non-existent in terms of language classification and research results, so the successful development of this series has opened up new horizons, new fields and new directions for Chinese learning, and virtually integrated “Chinese + Vocational Skills + X-Level Certificates”, which enables students to practically master vocational skills and obtain X-level certificates while learning Chinese.

Applicable Targets

This series is targeted at long-term or short-term students who come to China to learn Chinese and advanced skills with zero language basis and zero skill basis, which can meet the teaching needs of the elementary, intermediate and advanced specialized courses. This series can also be used for relevant training courses at home and abroad and for Chinese-funded enterprises that “go global” to train local employees.

Structure and Scale

This series adopts a Chinese teaching and textbook compilation model combining special language skills and vocational skills training. The series includes the textbooks for six popular majors such as logistics management, automotive service engineering technology, e-commerce, mechatronics, computer networking technology, and hotel management to cultivate technical talents in urgent need. The textbooks for each major consist of the textbooks at the elementary, intermediate and advanced levels. Each textbook is equipped with professional video teaching resources, and “video scripts”, “reference answers” and other supporting resources as well.

Compilation Concept

This series classifies the vocabulary into general vocabulary and specialized vocabulary. Based on the general vocabulary, it focuses on conceptual and behavioral words, not deviating from workplace situations, so as to control the vocabulary, work scenarios and content and means of communication, and build the semantic framework. The scientific integration of language classification and specialty classification is the key to the successful compilation of textbooks.

Textbook Objectives

Language Skill Objectives

For students at the elementary level, they are trained to be familiar with basic general vocabulary and common specialized vocabulary in the workplace, and be able to use short sentences for simple communication in life and at work. For those at the intermediate level, they are trained to understand simple conversations and speeches in the workplace, comprehend the main ideas, grasp the basic situations, and communicate with others in simple words on important topics at work. For those at the advanced level, they are trained to be able to understand general conversations and speeches in the workplace, grasp the main content and key information, use basic communication strategies to communicate with others and carry out the work, have a preliminary understanding of cultural factors related to communication activities, master the general communication-related cultural background knowledge, and overcome cultural barriers encountered during communication. The progression in level of communicative competence helps them to leap forward from routine etiquette, basic communication in life and at work at the elementary level, to simple information exchange of service processes at the intermediate level, and finally to complex information exchange and handling of special circumstances at the advanced level.

Vocational Skill Objectives

To meet job requirements at the elementary, intermediate and advanced levels, the professional positions that are most urgently needed overseas are selected. The positions corresponding to logistics management at the elementary, intermediate and advanced levels are logistics staff, logistics managers and logistics directors; the positions corresponding to automotive service engineering technology at the elementary, intermediate and advanced levels are automotive electromechanical

maintenance staff, automotive service consultants and technical directors; the positions corresponding to e-commerce at the elementary, intermediate and advanced levels are electronic operation assistants, e-commerce operators and e-commerce customer service staff; the positions corresponding to mechatronics at the elementary, intermediate and advanced levels are mechanical and electrical operators, mechanical and electrical adjusters, and mechanical and electrical maintenance staff; the positions corresponding to computer networking technology at the elementary, intermediate and advanced levels are broadband operation and maintenance engineers, network operation and maintenance specialists, and network administrators; the positions corresponding to hotel management at the elementary, intermediate and advanced levels are lobby receptionists, lobby supervisors and lobby managers. Through 30 work scenarios/tasks set for each major, learners can fully grasp the general situations and basic procedures of the position after learning, and achieve the dual goals of language learning and professional operation.

Principles of Compilation

1. Language knowledge skills and professional knowledge skills go hand in hand to meet the demands of current popular and urgently needed job positions;
2. It makes progressive differentiation and comprehensive integration, breaking down, dividing and conquering difficult points;
3. Language knowledge and professional knowledge recur scientifically and efficiently, language skills and professional skills spiral upward, and the situational stage, semantic framework, and ontology input methods cooperate with each other;
4. Professional knowledge and skills are visualized, using a lot of pictures and videos;
5. It strengthens the practical skills in professional positions. This series of textbooks is equipped with videos of professional technical training, highlighting the practical skills for professional positions. It addresses the mismatch between the difficulty of language learning and that of mastering skills by supplementing with practical videos and practical training.

Characteristic Pursuit

Starting from the basic phonetic knowledge learning and job cognition at the elementary level, this series integrates “Chinese + Vocational Skills” into the working scene dialogues,

breaking down the job into various tasks, solving lexical students' problems by means of picture cognition, solving the problem of the mismatch between students' mastery of Chinese vocabulary and professional skills by means of displaying videos, stressing the practicality of skills, and focusing on "learning by doing". Each unit has a "Practicing What You Have Learnt" module, which not only solves the problem of lexical cognition of this unit, but also takes "being able to comprehend", "being able to use" and "being able to imitate" as the learning objectives. We strive to use a large number of pictures and display supporting videos to build the textbooks into three-dimensional skills-based language teaching materials, so that learners can learn more independently.

Recommendations for Use

1. Each major of this series consists of three volumes at the elementary, intermediate, and advanced levels, with 10 units in each volume. For each unit, it is recommended to be completed in 8-10 class hours at the elementary level, 10-12 class hours at the intermediate level, and 12-14 class hours at the advanced level.

2. The notes and explanations in the textbooks focus on conciseness, practicality, and the training of listening and speaking skills. The grammar knowledge in the textbooks can be detailed and supplemented by teachers as the case may be.

3. "Unit Practical Training" module can be used as a classroom exercise after the texts and language points, preferably to be completed in two class hours. Teachers should guide students to complete the training tasks step by step. Students are not required to read and understand the training steps. It is important that teachers guide students to achieve the goal of mastering professional skills.

4. "Unit Summary" module summarizes the keywords and core content of the entire unit. Through listening and speaking exercises, this part can better help learners understand the core tasks of this unit.

5. Teachers should make full use of the exercises designed in the textbooks during class, and guide students to listen more and practice more, combine listening and speaking, and integrate learning with practice.

6. Teachers should guide students to proficiently read the texts aloud, asking them to recite the keywords, sentences and classroom expressions in each unit.

Acknowledgements

We are grateful to the Center for Language Education and Cooperation of the Ministry of Education for listing the New Silk Road “Chinese + Vocational Skills” series as a key research and development project, which adds motivation and a sense of responsibility to our textbook compilation. The Textbook Compilation Committee is responsible for the planning, design, compilation and coordination of the entire set of textbooks, and has held hundreds of seminars to conduct a comprehensive evaluation, discussion, examination and approval of text compilation, style arrangement, notes and explanations, exercise design, picture selection, and video production of each textbook. We are indebted to the members of the Compilation Committee and all compilers for their professional dedication, unwavering pursuit of perfection in the compilation, as well as their enthusiasm, hard work and wisdom. We are thankful to the experts in international Chinese language education and colleagues from all over the country who have kept a close eye on this series and contributed their valuable opinions.

Compilation Committee of New Silk Road “Chinese + Vocational Skills” Series
April 2023

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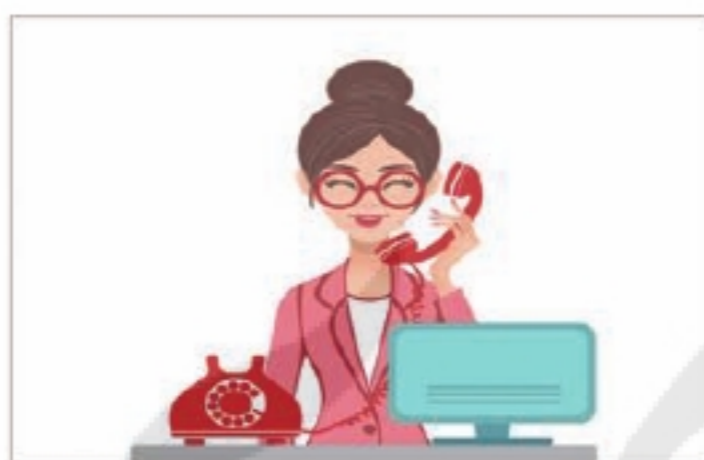
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Rènshi kèfú
认识客服

Understanding Customer Service

kèfú de lèibié
客服的类别
Types of Customer Service



diànhuà kèfú
电话客服
Telephone Customer Service



tóusù kèfú
投诉客服
Complaint Customer Service



dǎbāo kèfú
打包客服
Packaging Customer Service



dǎogòu kèfú
导购客服
Shopping Guide Customer Service



tuīguǎng kèfú
推广客服
Promotion Customer Service

题解 Introduction

1. 学习内容: 电子商务客服的岗位和工作职责, 以及对应的典型工作用语。
Learning content: The posts and job responsibilities of e-commerce customer service, and the corresponding typical work expressions
2. 知识目标: 掌握与电子商务客服相关的关键词和短语, 了解汉字的偏旁“口”“口”“女”“亻”“日”, 学写相关汉字。
Knowledge objectives: To master the keywords and phrases related to e-commerce customer service, understand the radicals of Chinese characters such as “口”, “口”, “女”, “亻”, “日”, and learn to write the related Chinese characters
3. 技能目标: 学会不同的电子商务客服所使用的典型工作用语。
Skill objective: To learn the typical work expressions used by different types of e-commerce customer service

第一部分 Part 1

课文 Texts

一、热身 rèshēn Warm-up

1. 给词语选择对应的图片。 Choose the corresponding picture for each word.



A.



B.



C.



D.

dǎogòu kèfú
① 导购客服 _____
shopping guide customer service

dǎbāo kèfú
③ 打包客服 _____
packaging customer service

diànhuà kèfú
② 电话客服 _____
telephone customer service

tóusù kèfú
④ 投诉客服 _____
complaint customer service

2. 看视频，了解电子商务客服的主要业务，并判断下列典型工作用语属于客服的哪一项业务。 **Watch the video to understand the main business of e-commerce customer service staff, and determine which business the following typical work expressions falls under.**



kèhù zīxún jiědá
A. 客户咨询解答
answering customers' inquiries

chǎnpǐn tuīguǎng
C. 产品推广
product promotion

cùchéng dìngdān
E. 促成订单
helping to bring about orders

wánchéng xiāoshòu
G. 完成销售
completing sales

dìngdān yèwù shòulǐ
B. 订单业务受理
accepting and handling orders

jiūfēn jí tóusù chǔlǐ
D. 纠纷及投诉处理
handling disputes and complaints

diànpù tuīguǎng
F. 店铺推广
store promotion

shòuhòu fúwù
H. 售后服务
after-sales service

Qīn, nín kěyǐ kàn yíxià dìngdān zhōng shēngchéng de kuàidì xīnxi, qǐng nín nàixīn děngdài.
① 亲，您可以看一下儿订单中生成的快递信息，请您耐心等待。
Dear, you can check the courier information generated in the order. Please wait patiently.

Qīn, gěi nín zàochéng le bù yúkuài de tǐyàn, wǒmen gǎndào hěn bàoqiàn.
② 亲，给您造成了不愉快的体验，我们感到很抱歉。
Dear, we are sorry for causing you an unpleasant experience.

Qīn, rú yīn chǎnpǐn zhìliàng wèntí yīnqǐ de tuìhuàn huò, běn diàn chéngdān lái huí yùn fèi.

③ 亲, 如因产品质量问题引起的退换货, 本店承担来回运费。

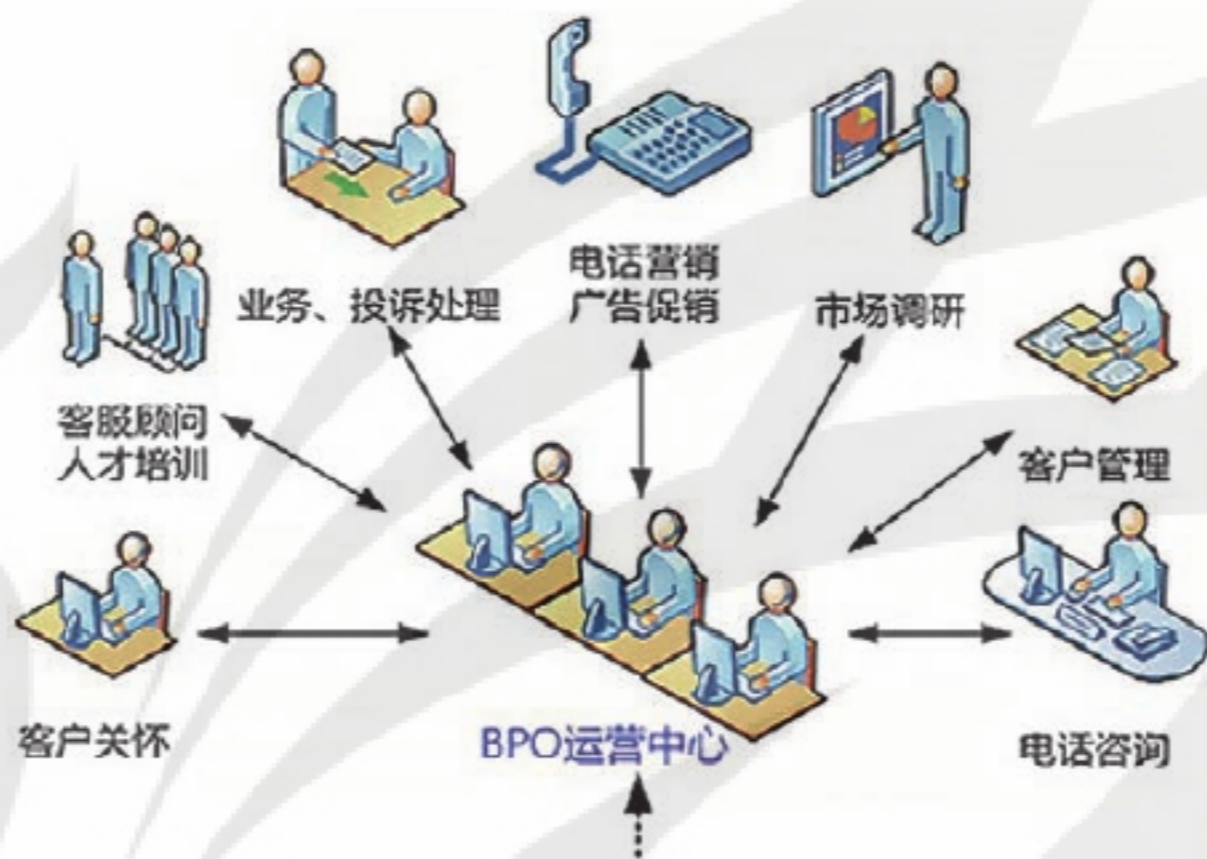
Dear, in case of returns or exchanges due to product quality issues, our store is responsible for the round-trip freight.

Qīn, hǎojiǔ bú jiàn! Diànpù huódòng duōduō, xiángqing kě zīxún kèfú!

④ 亲, 好久不见! 店铺活动多多, 详情可咨询客服!

Dear, long time no see! There are many promotional activities in the store. Please contact customer service for more details.

① _____ ② _____ ③ _____ ④ _____



二、课文 kèwén Texts

A 01-01

Diànzǐ shāngwù kèfú shì jīyú hùliánwǎng de yī zhǒng kèhù fúwù gōngzuò, chéngdānzhe kèhù zīxún (jiàgé, wùliú) jiědá, dìngdān yèwù shòulǐ, chǎnpǐn tuīguǎng, jiūfēn jí tóusù chǔlǐ děng yèwù. Kèfú gōngzuò rényuán shì tōngguò gèzhǒng gōutōng gōngjù yǔ bù tóng guójiā kèhù zhíjiē liánxì de yīxiàn yèwù shòulǐ rényuán. 电子商务客服是基于互联网的一种客户服务工作, 承担着客户咨询(价格、物流)解答、订单业务受理、产品推广、纠纷及投诉处理等业务。客服工作人员是通过各种沟通工具与不同国家客户直接联系的一线业务受理人员。

译文 yìwén Text in English

E-commerce customer service is a kind of customer service work based on the Internet, bearing the business of answering customers' inquiries (on price, logistics), accepting and handling orders, promoting products, handling disputes and complaints, etc. Customer service staff are front-line business personnel who directly contact customers from different countries through various communication tools.



普通词语 pǔtōng cíyǔ General Vocabulary

01-02

1. 基于	jīyú	prep.	based on
2. 工作	gōngzuò	n.	work
3. 承担	chéngdān	v.	bear, undertake
4. 及	jí	conj.	used to join two or more nouns or noun phrases
5. 各种	gèzhǒng	pron.	all kinds of
6. 国家	guójiā	n.	country

专业词语 zhuānyè cíyǔ Specialized Vocabulary

01-03

1. 解答	jiědá	v.	answer
2. 业务	yèwù	n.	business
3. 受理	shòulǐ	v.	accept and handle
4. 投诉	tóusù	v.	complain
5. 处理	chǔlǐ	v.	handle
6. 人员	rényuán	n.	personnel
7. 沟通	gōutōng	v.	communicate
8. 工具	gōngjù	n.	tool
9. 一线	yīxiàn	n.	front line

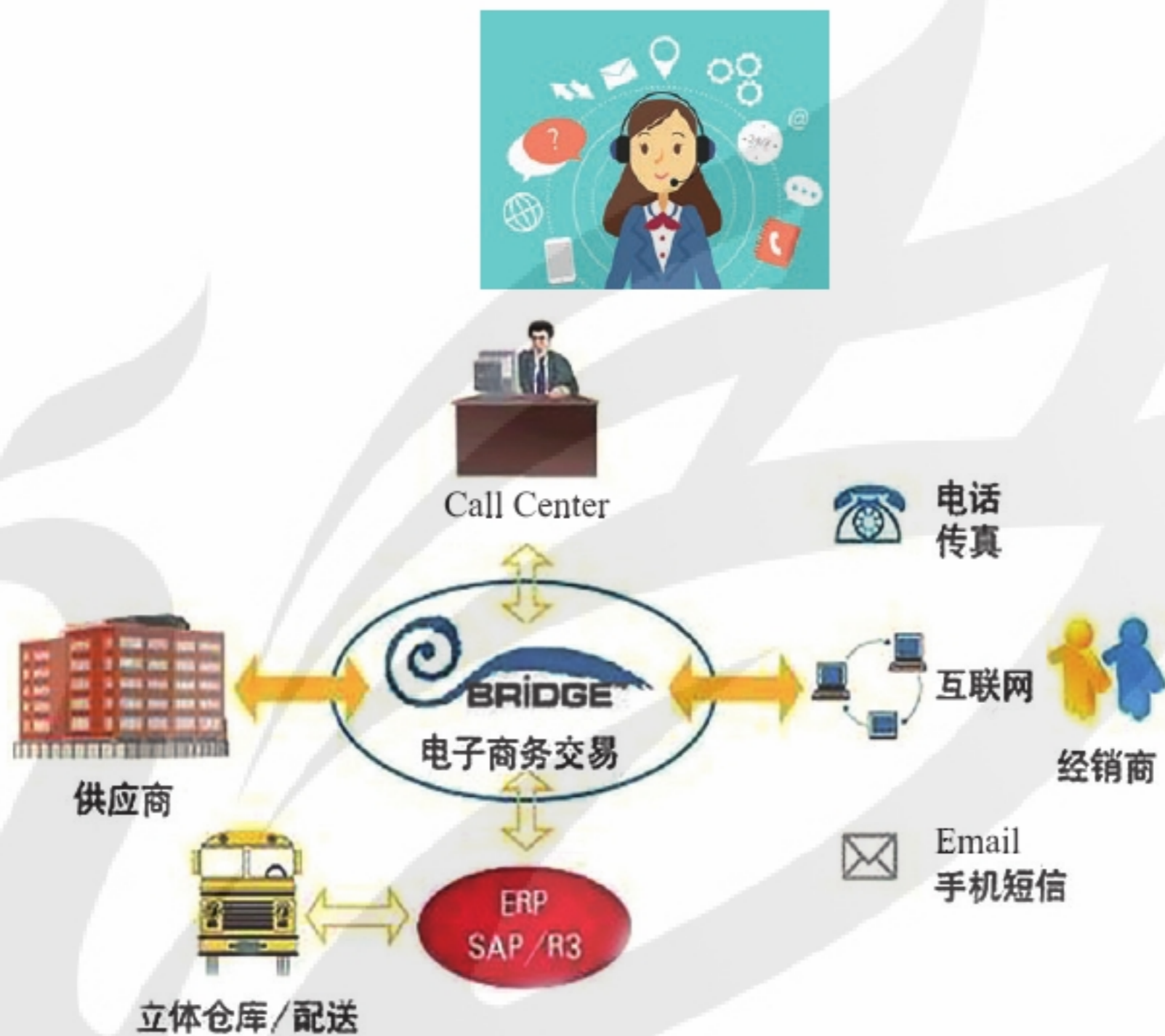
B 01-04

Diànzǐ shāngwù kèfú rényuán shì qǐyè de xīnxī chuándìzhě, qǐzhe chéngshàng-qìxià de zuòyòng. Tāmen jiānfùzhe jiāng kèhù duì chǎnpǐn tíchū de jiànyì, duì wǎngzhàn píngtái yùnyíng zuòyòng. Tāmen jiānfùzhe jiāng kèhù duì chǎnpǐn tíchū de jiànyì, duì wǎngzhàn píngtái yùnyíng cāozuò de yìjiàn děng fǎnkui gěi gōngsī nèibù qítā xiāngguān bùmén de zhòng rèn. Diànzǐ shāngwù kèfú duì hùliánwǎng de yīlài jiào dà, zhǔyào fùzé kèhù dá yí、cùchéng dìngdān、diànpù tuīguǎng、wánchéng xiāoshòu、shòuhòu fúwù děng yèwù.

电子商务客服人员是企业的信息传递者，起着承上启下的作用。他们肩负着将客户对产品提出的建议、对网站平台运营操作的意见等反馈给公司内部其他相关部门的重任。电子商务客服对互联网的依赖较大，主要负责客户答疑、促成订单、店铺推广、完成销售、售后服务等业务。

译文 yìwén Text in English

E-commerce customer service personnel are the information transmitters of enterprises, playing a bridging role. They bear the responsibilities of feeding customers' suggestions on products, opinions on website platform operations, etc. back to relevant departments of the company. E-commerce customer service heavily relies on the Internet and is mainly responsible for answering customers' questions, helping to bring about orders, promoting stores, completing sales, after-sales service, etc.



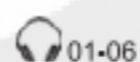
普通词语 pǔtōng cíyǔ General Vocabulary

01-05

1. 企业	qǐyè	n.	enterprise
2. 起	qǐ	v.	play (a part/role)
3. 承上启下	chéngshàng-qǐxià	phr.	form a connecting link between the preceding and the following
4. 作用	zuòyòng	n.	function, role
5. 他们	tāmen	pron.	they, them
6. 肩负	jiānfù	v.	shoulder, take on
7. 将	jiāng	prep.	used to introduce the object before the verb
8. 对	duì	prep.	on, concerning
9. 提出	tíchū	v.	put forward
10. 建议	jiànyì	n.	suggestion

11. 意见	yìjiàn	n.	opinion
12. 内部	nèibù	n.	inside, interior
13. 重任	zhòngrèn	n.	heavy responsibility
14. 依赖	yīlài	v.	rely on
15. 较	jiào	adv.	comparatively
16. 主要	zhǔyào	adj.	main
17. 负责	fùzé	v.	be responsible for

专业词语 zhuānyè cíyǔ Specialized Vocabulary



01-06

1. 传递者	chuándìzhě	n.	transmitter
2. 网站	wǎngzhàn	n.	website
3. 部门	bùmén	n.	department
4. 答疑	dáyí	v.	answer questions
5. 促成订单	cùchéng dìngdān	phr.	help to bring about an order
促成	cùchéng	v.	help to bring about
6. 完成销售	wánchéng xiāoshòu	phr.	complete the sale
7. 售后服务	shòuhòu fúwù	phr.	after-sales service

三、视听说 shì-tīng-shuō Viewing, Listening and Speaking

看视频，了解电子商务客服在日常网购产品中的应用类别，根据下列服务用语判断电子商务客服销售的产品类别。**Watch the video to understand the application categories of e-commerce customer service in daily online shopping products, and determine the product categories of e-commerce customer service sales based on the following service expressions.**





jiādiàn
A. 家电
household appliances



fúzhuāng
B. 服装
clothing



shù mǎ chǎn pǐn
C. 数码产品
digital products



xiézi
C. 鞋子
shoes



shēng xiān
D. 生鲜
fresh food



jiājù
E. 家具
furniture



měizhuāng
G. 美妆
beauty makeup



qì chē
H. 汽车
automobiles



shí pǐn
I. 食品
food



mǔ yīng chǎn pǐn
J. 母婴产品
mother and baby products

Qīn, wǒmen jiā yīfu mǎshù piān dà, nín kěyǐ xuǎnzé xiǎo yí hào de chǐcùn.
① 亲，我们家衣服码数偏大，您可以选择小一号的尺寸。
Dear, our clothes are a little bit oversized, so you can choose a smaller size.

Qīn, wǒmen jiā de zhè kuǎn 1.0 páiliàng de qìchē fēicháng shěng yóu, shìhé chéngshì jiātíng.
② 亲，我们家的这款1.0排量的汽车非常省油，适合城市家庭。
Dear, this 1.0 displacement car in our store is very fuel efficient and suitable for urban families.

Qīn, nín hǎo! Wǒmen jiā shòumài de shǒujī jūn zhīchí 5G xìn hào, nín kěyǐ fàngxīn gòumǎi.

- ③ 亲,您好!我们家售卖的手机均支持5G信号,您可以放心购买。

Hello, dear! All the mobile phones sold in our store support 5G signal, and you can purchase with confidence.

Qīn, qǐng fàngxīn, wǒmen jiā de huàzhuāngpǐn shì quán tiānrán de, chǎnpǐn jīngguò línchuáng

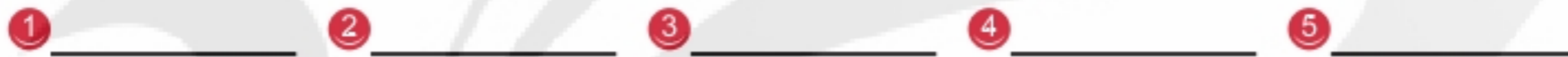
- ④ 亲,请放心,我们家的化妆品是全天然的,产品经过临床检验,适用于过敏性皮肤。

Dear, please rest assured that our cosmetics is all natural and has undergone clinical testing, suitable for allergic skin.

Qīn, wǒmen jiā de bào bèi fēi cháng shì hé nín zhè ge jiē duàn de mā ma, wài chū shǐ yòng fēi cháng

- ⑤ 亲,我们家的抱被非常适合您这个阶段的妈妈,外出使用非常方便。

Dear, our baby blanket is very suitable for a mother like you at this stage, and it is very convenient for outdoor use.



说一说 Let's talk

说说电子商务客服在日常网购产品中的应用类别。Talk about the application categories of e-commerce customer service in daily online shopping products.

四、学以致用 xuéyǐzhìyòng Practicing What You Have Learnt

看视频,了解几种电子商务客服的岗位职责,将不同的客服种类与其工作职责和典型工作用语进行匹配。Watch the video to learn about the job responsibilities of several e-commerce customer service and match different types of customer service with typical work expressions.



dǎogòu kèfú
 ① 导购客服
 shopping guide customer service

diànhuà kèfú
 ② 电话客服
 telephone customer service

tóusù kèfú
 ③ 投诉客服
 complaint customer service

tuīguǎng kèfú
 ④ 推广客服
 promotion customer service

zhuānmén bāngzhù mǎijiǎ gèng hǎo de tiāoxuǎn shāngpǐn
 A. 专门帮助买家更好地挑选商品
 responsible for helping buyers make better product selections

zhuānmén chǔlǐ kèhù tóusù
 B. 专门处理客户投诉
 responsible for handling customer complaints

zhuānmén fùzé wǎngdiàn de yíngxiāo yǔ tuīguǎng
 C. 专门负责网店的营销与推广
 responsible for the marketing and promotion of online stores

tōngguò shèjiāo ruǎnjiàn、 diànhuà, jiědá mǎijiǎ wèntí
 D. 通过社交软件、电话, 解答买家问题
 answering buyers' questions through social software and telephone

Qīn, yǒu shénme kěyǐ bāngzhù nín de ma?
 a. 亲, 有什么可以帮助您的吗?
 Dear, what can I do for you?

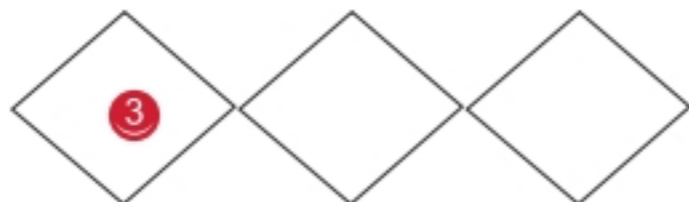
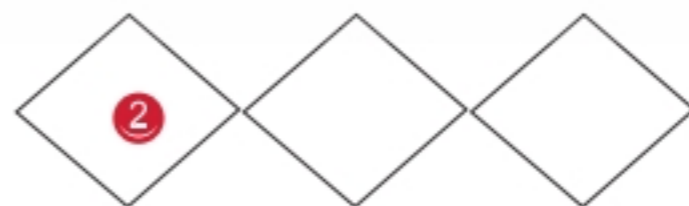
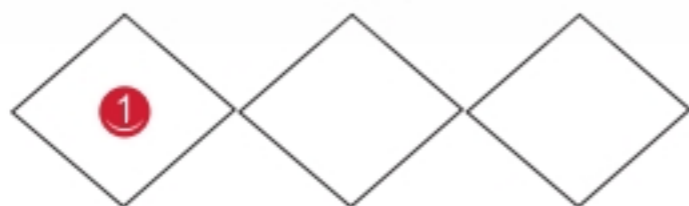
Qīn, zhè kuǎn chǎnpǐn yōngyǒu 81 diǎn zìdòng duìjiāo xìtǒng, shì yì kuǎn jùyǒu gāo huàzhì qiě yì cāozuò de wēidān xiàngjī.
 b. 亲, 这款产品拥有81点自动对焦系统, 是一款具有高画质且易操作的微单相机。

Dear, this product has an 81-point autofocus system, which is a mirrorless digital camera with high picture quality and operation ease.

Qīn, fēicháng bàoqiàn, wǒmen de shūhu gěi nín zàochéng le búbiàn, wǒmen duì cǐ shēn biǎo qiànyì.
 c. 亲, 非常抱歉, 我们的疏忽给您造成了不便, 我们对此深表歉意。
 Dear, we are very sorry for the inconvenience caused by our negligence.

Qīn, huānyíng guānglín ××× qíjiàndiàn. Jīnrì quánchǎng zuì gāo shěng 500 yuán, yǒu shǒujī、 shǒujīké、 zhàoxiàngjī děng chǎnpǐn cānjiā huódòng, shíhuì duōduō.
 d. 亲, 欢迎光临×××旗舰店。今日全场最高省500元, 有手机、手机壳、照相机等产品参加活动, 实惠多多。

Dear, welcome to XXX flagship store. You can save up to 500 yuan today. The mobile phones, phone cases, cameras and other products are all on sale.



五、小知识 xiǎo zhīshi Tips

Jīyú yǔyīn jiāohù jìshù de zhìnéng kèfú
基于语音交互技术的智能客服

Suízhe jīngjì de xùnsù fāzhǎn, rénmen duì kèhù fúwù de xūqiú yě mànman zēngdà.
 随着经济的迅速发展，人们对客户服务的需求也慢慢增大。

Yóuyú chuántǒng kèfú réngōng chéngběn jiào gāo、xiǎngyìng xiàolǜ jiào dī děng yuányīn, yuè lái yuè duō
 由于传统客服人工成本较高、响应效率较低等原因，越来越多的
 de qǐyè hé yánfā jīgòu kāishǐ jìnxíng zhìnéng kèfú jìshù de yánfā, yóuqí tǐxiàn zài duì
 的企业和研发机构开始进行智能客服技术的研发，尤其体现在对

jīyú yǔyīn jiāohù jìshù de zhìnéng kèfú de yánfā shàng. Jīyú yǔyīn jiāohù jìshù de zhìnéng
 基于语音交互技术的智能客服的研发上。基于语音交互技术的智能

kèfú jìshù shì zhǐ yǐ yǔyīn wéi zhǔyào jiāohù fāngshì、yǐ réngōng zhìnéng jìshù wéi zhǔyào
 客服技术是指以语音为主要交互方式、以人工智能技术为主要

shíxiàn fāngshì de kèhù fúwù jìshù. Shàngshù jìshù gǎijìn zhǐ zài jiějué yǐxià zhǔyào wèntí:
 实现方式的客户服务技术。上述技术改进旨在解决以下主要问题：

yǔyīn shíbié de zhǔnquèlǜ、yǔyīn shíbié de sùlǜ、yònghù yǔyì fēnxī de zhǔnquèlǜ、
 语音识别的准确率、语音识别的速率、用户语义分析的准确率、

yìngdá sùlǜ děng.
 应答速率等。

Intelligent Customer Service Based on Voice Interaction Technology

With rapid economic development, people's demand for customer service is gradually increasing. Due to the high labor costs and low response efficiency of traditional customer service, more and more enterprises and research and development institutions are starting to develop intelligent customer service technology, especially in the research and development of intelligent customer service based on voice interaction technology. Intelligent customer service technology based on voice interaction technology refers to customer service technology that takes voice as the main interaction mode and artificial intelligence technology as the main implementation mode. The above technological improvement aims to address the following issues: accuracy of speech recognition, speed of speech recognition, accuracy of user semantic analysis, response rate, etc.



补充专业词语 bǔchōng zhuānyè cíyǔ Supplementary Specialized Vocabulary

01-07


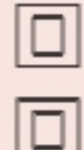


1. 导购客服	dǎogòu kèfú	phr.	shopping guide customer service
2. 电话客服	diànhuà kèfú	phr.	telephone customer service
3. 打包客服	dǎbāo kèfú	phr.	packaging customer service
4. 投诉客服	tóusù kèfú	phr.	complaint customer service
5. 推广客服	tuīguǎng kèfú	phr.	promotion customer service
6. 漏发	lòu fā	phr.	missed delivery
7. 疏忽	shūhu	v.	neglect
8. 实惠多多	shíhuì duōduō	phr.	a lot of benefits
9. 社交软件	shèjiāo ruǎnjiàn	phr.	social software
10. 耐心等待	nàixīn dèngdài	phr.	wait patiently
耐心	nàixīn	adj.	patient

第二部分 Part 2

汉字 Chinese Characters

一、汉字知识 Hànzì zhīshi Knowledge about Chinese Characters

汉字的偏旁 (1) Radicals of Chinese characters (1)

偏旁 Radicals	例字 Examples	部件组合 Combinations	结构图示 Illustrations
口	吗 呢 哪 吃 啊 叫	口+马 口+尼 口+那 口+乞 口+阿 口+丩	
口	国 图	口+玉 口+冬	
女	妈 她 姓 娜	女+马 女+也 女+生 女+那	
亻	你 他	亻+尔 亻+也	

(续表)

偏旁 Radicals	例字 Examples	部件组合 Combinations	结构图示 Illustrations
亻	们 作 什 做	亻 + 门 亻 + 乍 亻 + 十 亻 + 故	
日	时 晚 明 早 星	日 + 寸 日 + 免 日 + 月 日 + 十 日 + 生	

二、汉字认读与书写 Hànzì rèndú yǔ shūxiě The Recognition and Writing of Chinese Characters
认读下列词语，并试着读写构成词语的汉字。 Recognize the following words, and try to read and write the Chinese characters forming these words.

解答 业务 受理 投诉 沟通 工具

解				答				业				务			
受				理				投				诉			
沟				通				工				具			

第三部分 Part 3

日常用语 Daily Expressions

- ① 我还要再确认吗? Wǒ hái yào zài quèrèn ma? Do I have to make a reconfirmation?
- ② 我要等多久呢? Wǒ yào děng duōjiǔ ne? How long will I have to wait?
- ③ 有其他的航班吗? Yǒu qítā de hángbān ma? Do you have any other flights?

第四部分 Part 4

单元实训 Unit Practical Training

认识客服应用实训 rènshi kèfú yìngyòng shíxùn
Practical Training on Understanding Customer Service Application

实训目的 Training purpose

熟悉电子商务客服的功能，了解电子商务客服在日常生活中的应用。

To be familiar with the functions of e-commerce customer service and understand the application of e-commerce customer service in daily life

实训组织 Training organization

每组四人，分工合作。

Four students work in each group, cooperating with a due division of labor.

实训步骤 Training steps

每组准备一个智能手机，手机上安装好电子商务平台 APP，有上网条件。

Each group prepares a smartphone, which is equipped with an e-commerce platform APP and has the access to the Internet.

① 打开电子商务平台 APP，选择一款产品，进入产品客服界面。

Open the e-commerce platform APP, select a product, and enter the product customer service interface.

② 向客服进行咨询，如衣服的款式、价格、物流等问题。

Ask customer service staff questions, such as the style, price, logistics of clothes.

③ 了解客服反馈。

Get to know the customer service feedback.

④ 教师对各组的实施情况进行点评。

The teacher comments on the performance of each group.

第五部分 Part 5

单元小结 Unit Summary

cíyǔ
词语
Vocabulary

普通词语 General Vocabulary

1.	基于	jīyú	prep.	based on
2.	工作	gōngzuò	n.	work
3.	承担	chéngdān	v.	bear, undertake
4.	及	jí	conj.	used to join two or more nouns or noun phrases
5.	各种	gèzhǒng	pron.	all kinds of

cíyǔ
词语
Vocabulary

6.	国家	guójiā	n.	country
7.	企业	qǐyè	n.	enterprise
8.	起	qǐ	v.	play (a part/role)
9.	承上启下	chéngshàng- -qǐxià	phr.	form a connecting link between the preceding and the following
10.	作用	zuòyòng	n.	function, role
11.	他们	tāmen	pron.	they, them
12.	肩负	jiānfù	v.	shoulder, take on
13.	将	jiāng	prep.	used to introduce the object before the verb
14.	对	duì	prep.	on, concerning
15.	提出	tíchū	v.	put forward
16.	建议	jiànyì	n.	suggestion
17.	意见	yìjiàn	n.	opinion
18.	内部	nèibù	n.	inside, interior
19.	重任	zhòngrèn	n.	heavy responsibility
20.	依赖	yīlài	v.	rely on
21.	较	jiào	adv.	comparatively
22.	主要	zhǔyào	adj.	main
23.	负责	fùzé	v.	be responsible for

专业词语 Specialized Vocabulary

1.	解答	jiědá	v.	answer
2.	业务	yèwù	n.	business
3.	受理	shòulǐ	v.	accept and handle
4.	投诉	tóusù	v.	complain
5.	处理	chǔlǐ	v.	handle
6.	人员	rényuán	n.	personnel
7.	沟通	gōutōng	v.	communicate
8.	工具	gōngjù	n.	tool
9.	一线	yīxiàn	n.	front line
10.	传递者	chuándìzhě	n.	transmitter
11.	网站	wǎngzhàn	n.	website
12.	部门	bùmén	n.	department
13.	答疑	dáyí	v.	answer questions
14.	促成订单	cùchéng dìngdān	phr.	help to bring about an order
	促成	cùchéng	v.	help to bring about

cíyǔ
词语
Vocabulary

15. 完成销售	wánchéng xiǎoshòu	phr.	complete the sale
16. 售后服务	shòuhòu fúwù	phr.	after-sales service

补充专业词语 Supplementary Specialized Vocabulary

1. 导购客服	dǎogòu kèfú	phr.	shopping guide customer service
2. 电话客服	diànhuà kèfú	phr.	telephone customer service
3. 打包客服	dǎbāo kèfú	phr.	packaging customer service
4. 投诉客服	tóusù kèfú	phr.	complaint customer service
5. 推广客服	tuīguǎng kèfú	phr.	promotion customer service
6. 漏发	lòu fā	phr.	missed delivery
7. 疏忽	shūhu	v.	neglect
8. 实惠多多	shíhuì duōduō	phr.	a lot of benefits
9. 社交软件	shèjiāo ruǎnjiàn	phr.	social software
10. 耐心等待	nàixīn děngdài	phr.	wait patiently
耐心	nàixīn	adj.	patient

jùzi
句子
Sentences

1. 电子商务客服是基于互联网的一种客户服务工作，承担着客户咨询（价格、物流）解答、订单业务受理、产品推广、纠纷及投诉处理等业务。
2. 电子商务客服对互联网的依赖较大，主要负责客户答疑、促成订单、店铺推广、完成销售、售后服务等业务。
3. 亲，有什么可以帮助您的吗？
4. 亲，非常抱歉，我们的疏忽给您造成了不便，我们对此深表歉意。
5. 亲，欢迎光临×××旗舰店。今日全场最高省500元，有手机、手机壳、照相机等产品参加活动，实惠多多。