

CUSTOMER RELATIONS - KEY

READING ACTIVITIES:

1 CUSTOMER RELATIONS

KEY VOCABULARY

1. C
2. J
3. G
4. H
5. I
6. A
7. D
8. F
9. B
10. E

2 CUSTOMER COMPLAINTS AND TIPS TO SOLVE THEM

KEY VOCABULARY

1. handle, deal with, resolve
2. singing your praises
3. commitment
4. assets
5. customer loyalty
6. promptly
7. dissatisfied
8. lodge a complaint

LISTENING ACTIVITIES

1 TYPICAL COMPLAINTS – PRE-LISTENING TASK

1. E
2. C
3. A
4. D
5. B
6. F

TYPICAL COMPLAINTS - LISTENING TASK

Dialogue 1

Problem: **3A** - a late delivery, a delay at the border

Solution: The supplier promises to look into the matter.

Dialogue 2

Problem: **1E** - damaged goods, bad handling

Solution: The supplier promises to replace damaged sets and offers a discount on the customer's next order.

Dialogue 3

Problem: **4D** - an overcharge, an accounting error

Solution: The supplier will subtract the overcharge from the customer's next invoice.

Dialogue 4

Problem: **6F** - lack of customer service, business is short-staffed

Solution: The manager offers to find someone to help the customer.

2 QUALITY - LISTENING TASK

1. good enough will do
2. maximise shareholder return
3. profound cultural influence / cultural influence
4. value for money
5. upmarket quality
6. products are too expensive/products get too expensive
7. trade-off

3 PRODUCT RECALLS - LISTENING TASK

1. big car manufacturers / car manufacturers
2. embarrassment / being embarrassed
3. Customer Relations Manager
4. 9,500; 5
5. recognised / recognized
6. old-fashioned family-run
7. the national press
8. food manufacturers/consumer products manufacturers
9. medical book; procedure

VIDEO ACTIVITY

THE SERVICE IN CUSTOMER SERVICE - LISTENING TASK

1. monopoly, competition
2. hard times, less business
3. loyal
4. dropping, pressure
5. promise, punishment
6. *Suggested answer:* use empathetic customer focus standpoint, show they care about clients, treat people like people, help people live better lives

REVISION ACTIVITIES

2 WORD FORMATION

1. dissatisfaction
2. essential
3. ensure
4. transparent
5. maintenance
6. inefficiency
7. complaints
8. promote
9. relationships/relations/relation
10. invaluable/valuable

4 CUSTOMER SATISFACTION vs DISSATISFACTION

Good service: laid-back, personal, unobtrusive, businesslike, efficient, warm, smooth, child-friendly, honest

Bad service: transactional, impersonal, inefficient, unprofessional, cold, indifferent