



PRACTISE YOUR VOCABULARY

1 Does the speaker in each sentence offer their client good customer care?



a 'Whenever I've had an unhappy client, I've dealt with the problem face-to-face rather than by telephone or in writing.'



b 'I had a difficult client who criticized me for something that wasn't my fault. I apologized for causing the problem because the customer is always right.'



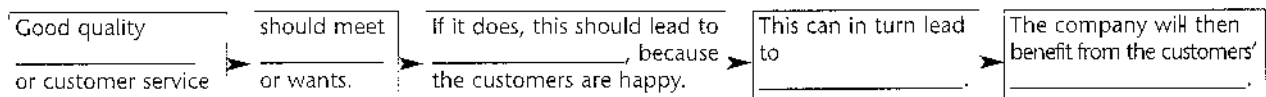
c 'If a client asks me for help that I'm not really qualified to give, I tell them what I think they want to hear.'



d 'One of our distributors failed to deliver goods to a very important client. Because we had employed the distributor I took full responsibility for the problem.'

2 Complete each box in the flow chart with one of these terms:

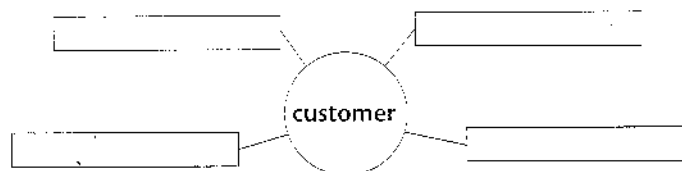
a customer needs b customer satisfaction c repeat business d customer loyalty e customer care



3 Match each term on the left with a term on the right to make common word pairs associated with customer care, then use each one to complete the sentences.

- | | | |
|-------------|-----------------|---|
| a corporate | i business | i A _____ is devised by the firm itself. |
| b code of | ii capital | ii _____ is a form of bribery and is therefore unacceptable. |
| c repeat | iii hospitality | iii If the level of _____ is low, productivity often suffers. |
| d emotional | iv practice | iv _____ is cheaper than new business. |

4 Find four word partners with the word 'customer' on the opposite page and add them to the diagram.



5 Use one of the word pairs above to complete each sentence.

- i The _____ department in any firm has a very important role in interfacing with the public.
- ii Most firms prize _____ very highly, and often give these customers special treatment.
- iii Most firms like to know how happy their customers are and have systems to find out their levels of _____.
- iv Most consumers value good levels of _____ and will not return to a business which does not deliver it.

6 Use each term to complete the sentences.

service with a smile customer relations code of practice serve customers

- a Because of increased consumer expectations most companies try hard to promote good _____.
- b They are giving their sales staff more customer care training and teaching them how to _____.
- c In addition they encourage all their staff to offer _____.
- d Many companies have developed a _____ for their firm.