



- **client** (clients) N-COUNT
- **consumer** (consumers) N-COUNT
- **customer** (customers) N-COUNT

A **client** of a professional person or organization is a person or company that receives a service from them in return for payment. A **consumer** is a person who buys things or uses services. A **customer** is someone who buys goods or services, especially from a shop.

...a solicitor and his client.  
 The company required clients to pay substantial fees in advance.  
 ...claims that tobacco companies failed to warn consumers about the dangers of smoking.  
 ...improving public services and consumer rights.  
 Our customers have very tight budgets.  
 ...the quality of customer service.  
 We also improved our customer satisfaction levels.

**Common Collocations**

client <u>service</u>	customer <u>satisfaction</u>
a client <u>list</u>	customer <u>service</u>
consumer <u>confidence</u>	to <u>attract</u> customers
consumer <u>demand</u>	to <u>gain</u> customers
consumer <u>goods</u>	to <u>lose</u> customers to somebody
consumer <u>protection</u>	
consumer <u>spending</u>	

- **customer base** (customer bases) N-COUNT
- **client base** (client bases) N-COUNT

A business's **customer base** or **client base** is all its regular customers, considered as a group.

...Halifax's customer base of 21 million people.  
 Enviro Consulting has 250 staff and a client base of more than 2,000 organisations worldwide.  
 However, in recent years the group has struggled to expand its client base.

- **repeat customer** (repeat customers) N-COUNT

If a company gets **repeat customers**, people who have bought their goods or services before buy them again.

Over a third of the business comes from repeat customers.  
 Our quality craftsmanship has seen many repeat customers.

- **turn away** (turns away, turning away, turned away) PHRASAL VERB

If a business **turns** customers **away**, it is unable to provide them with what they want, for example because it does not have enough goods available.

They had to turn customers away and close the place down.  
 Last year we sold out in record time and had to turn away many customers.

- **after-sales service** (after-sales services) N-VAR

A company's **after-sales service** is all the help and information that it provides to customers after they have bought a particular product.

...a local retailer who offers a good after-sales service.  
 They are also attempting to keep the car buyer as a long-term customer by offering after-sales service.

- **warranty** (warranties) N-VAR

A **warranty** is a written promise by a company that, if you find a fault in something they have sold you within a certain time, they will repair it or replace it free of charge.

...a twelve month warranty.  
 The equipment is still under warranty.

- **guarantee** (guarantees, guaranteeing, guaranteed)

□ N-COUNT

A **guarantee** is a written promise by a company to repair or replace a product free of charge if it has any faults within a particular time.

Whatever a guarantee says, when something goes wrong, you can still claim your rights from the shop.  
 It was still under guarantee.

▮ VERB

If a company **guarantees** its product or work, they provide a guarantee for it.

Some builders guarantee their work.  
 All Dreamland's electric blankets are guaranteed for three years.

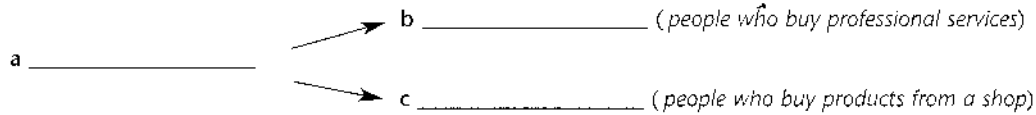
- ➔ **market research**: Topic 9.1; **code of practice**: Topic 11.1; **customer care**: Topic 11.1; **customer loyalty**: Topic 11.1; **repeat business**: Topic 11.1



**PRACTISE YOUR VOCABULARY**

1 Put each of the three terms into the correct place in the diagram below.

- i customers    ii consumers    iii clients



2 Complete the paragraph with one of the terms from the box.

customer base    after-sales service    repeat customers    warranties and guarantees

Good Wheels, a company which sells motorbikes and scooters, has carried out extensive market research in an effort to improve sales. The results show that the company needs to improve two areas of its practice if it is to keep or increase its \_\_\_\_\_, namely its after-sales service and its advertising. They have decided to offer extended \_\_\_\_\_ as part of their \_\_\_\_\_. Good Wheels needs more \_\_\_\_\_, as it is more costly to find new customers than to satisfy current ones, and better customer care may help them achieve this.

3 Which of the following are aspects of Good Wheels' after-sales service, and which are other types of customer service? Put them into the right place in the table.

- a length of warranty
- b knowledgeable sales staff
- c repair facilities at all dealerships
- d sale of good quality accessories (e.g. helmets)
- e 3-year guarantee
- f test-drive service
- g free advice

after-sales service	other types of customer service

4 Match each situation on the left with the correct explanation on the right.

a This company is turning customers away.	i It is only selling to its current customer base.
b This company is failing to attract new customers.	ii Satisfied customers are recommending them to friends.
c This company is attracting many new clients.	iii It is unable to meet demand.

5 Which of the statements describes which of the companies in Exercise 4?

- a Its customer base is increasing.
- b Its customer base is static.
- c Its customer base is not increasing as much as it could.