



# ENGLISH FOR SPECIAL PURPOSES

## LESSON 5: CUSTOMER CARE

### CUSTOMER SERVICE

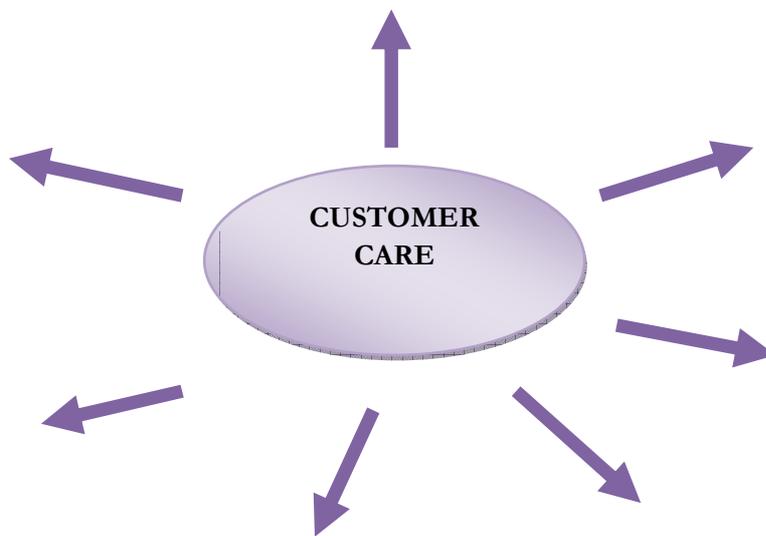


Version without a key



**WARM UP** – decide which words from the box relate to the customer care and belong to the diagram.

satisfaction	target	loyalty	service
research,	purchase	progress	market share
stock exchange	meet expectation	troubleshooting	product



**What do you know about CUSTOMER CARE? What is it for you?**

**Would you add anything else to the CUSTOMER CARE? If yes, what?**



Complete the definition of CUSTOMER CARE with the words from the box.

profitability	performance	areas
core	maximise	important

### What is customer care?

Customer care involves putting systems in place to \_\_\_\_\_ your customers' satisfaction with your business. It should be a prime consideration for every business - your sales and \_\_\_\_\_ depends on keeping your customers happy.

Customer care is more directly \_\_\_\_\_ in some roles than others. For receptionists, sales staff and other employees in customer-facing roles, customer care should be a \_\_\_\_\_ element of their job description and training, and a core criterion when you're recruiting.

But don't neglect the importance of customer care in other \_\_\_\_\_ of your business. For instance, your warehousing and dispatch departments may have minimal contact with your customers - but their \_\_\_\_\_ when fulfilling orders has a major impact on customers' satisfaction with your business.

### Key:

### What is customer care?

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## SPEAKING

- Using your own words, explain what Customer Care is.
- Look at the pictures! Say what you can see in them. Explain the differences between the pictures.



## HAVE YOUR SAY!

- Have you ever thought of working in Customer Care? If yes, why? If not, why?
- What makes a perfect Customer Service specialist?



## READING and VOCABULARY EXERCISE

- Read the text below and fill the gaps with the words and expressions below.

interaction	fulfilled by	inferior
a track of	in charge of	thorough and deep

### Customer service specialist job profile and description

A customer service specialist is \_\_\_\_\_ achieving the consumer welfare goals of a customer service specialist companies and corporations. He or she has a number of responsibilities such as organizing retail chains, branded consumer product companies and designer brands of **apparel** clothing, cosmetics etc. basically needs to ensure the customer satisfaction for the goods and services. Besides that, the job gives knowledge of marketing and **salesmanship** as well as an opportunity to **endorse** the reputable qualities of the companies.

### Customer Service Specialist duties and responsibilities

There are a number of duties and responsibilities which are expected to be \_\_\_\_\_ a customer service specialist and they are as follows:

- The prime responsibility is to **cater** to the needs and demands of the customers perfectly.
- He or she needs to provide satisfactory service to the customers in understanding of products, such as electronic goods, cosmetics, accessories etc.
- He or she has the responsibility to advertise the special **features** and impressive qualities of products and services.
- He or she has to work for increasing the client bases and gain satisfaction from the consumption.
- He or she also have to solve the problems, **arising** out of the consumption of \_\_\_\_\_ goods and register their complaints for solutions.
- The customer service specialist has to keep \_\_\_\_\_ the recent trends and developments in products and technologies.

### Customer service specialist Skills and Specifications

- The most important skills required are the communication skills both verbally and written.
- The other skills, which are required for customer service specialization, are mostly \_\_\_\_\_ skills.

### Customer service specialist Qualifications and Experience

- The person should have \_\_\_\_\_ knowledge and should be very well **versed with** the products available.
- The other required skills are communication qualities, like accent and etiquette, while speaking.



**VOCABULARY EXERCISE** → Use the **highlighted** expressions from the text in the sentences below.

versed	endorse	cater to
features	salesmanship	arise
apparel		

1. Clever \_\_\_\_\_ can persuade you to buy things you don't really want.
2. Could you work on Saturday, should the need \_\_\_\_\_ (= if it were to be necessary)?
3. The store sells women's and children's \_\_\_\_\_ .
4. I'm not sufficiently \_\_\_\_\_ in computers to understand what you're saying.
5. Our latest model of phone has several new \_\_\_\_\_ .
6. They only publish novels which \_\_\_\_\_ the mass market.
7. I wonder how many celebrities actually use the products they \_\_\_\_\_ .



## AN INTERESTING DETAIL

Complete the short text with:

god	number one	king
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### Customer Service and Customer Care

In the UK we say the customer is \_\_\_\_\_, in the US they say the customer is \_\_\_\_\_, in Japan they say the customer is \_\_\_\_\_.



## EXTEND YOUR KNOWLEDGE!

### Customer service Quiz – build the questions.

1. What / customers / complain / unhappy / percentage of / never /?

**QUESTION:**

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2. If you / resolve / to the customer's satisfaction / a complaint, / stay with you / what percentage of customers / will ?

**QUESTION:**

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3. How many / a dissatisfied / about their experience / people / customer / will / tell /?

**QUESTION:**

---

---

4. If you / tell about it / resolve a complaint / how many people / will the customer / to the customer's satisfaction, ?

**QUESTION:**

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5. How many times / to gain / more expensive is it on average / customer / a new / than / an existing one / to retain /?

**QUESTION:**

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**Check the answers in the text below and choose the right answer.**

- It can cost up to five times as much to attract a new customer than to retain an existing one.
- The average business never hears from 96% of its unhappy customers.
- For every complaint received, the average company has 24 customers with problems, 6 of which are serious in nature.
- Surprisingly, of the people who have problems, complainers are more likely than non-complainers to do business again with a company that upset them, even if the problem isn't satisfactorily resolved.
- Of customers who register a complaint, between 54% and 70% will do business again with the organisation if their complaint is resolved. That figure goes up to an impressive 95% if the customer feels that the complaint was resolved quickly (within 24 hours).
- The average customer who has a problem with an organisation tells 9 or 10 people about it. Thirteen percent of the people who have a problem with an organisation recount the incident to more than 20 people.
- Customers who have complained to an organisation and had their complaints satisfactorily resolved tell an average of 5 people about the treatment they receive.

Source: <http://www.totalsuccess.co.uk/customer-service-and-customer-care/>

**1. What percentage of unhappy customers never complain?**

**A.** 50%

**B.** 75%

**C.** 96%

2. If you resolve a complaint to the customer's satisfaction, what percentage of customers will stay with you?

A. Between 54% and 70%

B. between 75% and 95%

C. more than 96%

3. How many people will a dissatisfied customer tell about their experience?

A. 4 or 5 people

B. more than 20 people

C. 9 or 10 people

4. If you resolve a complaint to the customer's satisfaction, how many people will the customer tell about it?

A. on average 2 people

B. on average 10 people

C. on average 5 people

5. How many times more expensive is it on average to gain a new customer than to retain an existing one?

A. 10 times more expensive

B. 5 times more expensive

C. 8 time more expensive



Complete the sentences with the words from the box.

SULLEN

STRANGLING

FIDDLE

REQUIRES

### Fun Ways To Lose Those Valued Customers Very Quickly

- When you're dealing with a customer face to face, what are some non-verbal things you can do to make the customer feel like \_\_\_\_\_ you?
- If you're chewing gum, pop it really loudly!
- Twist your hair and \_\_\_\_\_ with your jewellery!
- Sigh deeply and fold your arms.
- Don't make eye contact, or if you do, look \_\_\_\_\_ and bored.

- If you're dealing with a woman, keep looking at her figure, don't look her in the eye.
- If it's a guy, stare at the top of his head where his hair might be thinning.
- Keep looking at your watch like you have something better to do.
- If it \_\_\_\_\_ paperwork, make sure you don't have all you need. Keep leaving the premises for long absences.



## EXTEND YOUR VOCABULARY

### PICTURE DICTIONARY 😊

► Match the words with the pictures:

SULLEN

FIDDLE

STRANGLE

PICTURE NUMBER 1 → \_\_\_\_\_



PICTURE NUMBER 2 → \_\_\_\_\_



PICTURE NUMBER 3 → \_\_\_\_\_

