

Customer Service



This week...

Mark and Max consider which aspects of customer service their company needs to improve.

Lesson Objectives...

- Improving customer service
- Making changes to systems

Business English Conversation

Advanced Class



How would you deal with an angry customer?

Picture Description

What is the lady explaining to the guy?



B



A



What is the man showing the customer service representative?

Mark	We need to improve our customer service procedures.
Max	Is it because of the negative feedback we've been getting from customers lately?
Mark	Exactly. First, we need to examine the procedures for staff in customer-facing roles.
Max	Maybe we could give those staff extra training to ensure they're handling customers properly.
Mark	Good idea. That could work well. We should also take a look at our after-sales care. This is an area where our competitors are out in front.
Max	Are you saying we need to focus more attention on providing better customer service even after someone has bought something from us?
Mark	Yes. If customers feel valued it should increase repeat business.
Max	Sounds like this could help get our company back on track.

Maybe we could offer some training for dealing with difficult customers.

1. We need to improve
2. Maybe we could
3. Are you saying we need to?
4. Sounds like this could



Student A and Student B have noticed a problem in their customer service department and are discussing the best strategies to deal with it.



Student A: Explain to Student B that you are having some issues with customer service at the company.

Student B: Suggest some solutions to the problems.

Key Phrases

- We are getting a lot of calls about
- We need to improve
- is causing a serious issue.
- Are you saying we need to?
- Maybe we could
- Sounds like this could
- I would change
- We should investigate
- *Other*

Problems

- staff taking ages to solve problems
- an unusually high volume of complaints
- it takes too long to speak to a human
- customers being transferred too much
- staff don't know products well enough
- staff making mistakes
- *other*

Agree or Disagree



1. The customer is always right.
2. Customers usually cause their own problems.
3. It's hard to stay patient with an angry customer.

- Are customer service call centers a good idea?
- Have you had any bad experiences dealing with customer service?
- What's the most important rule for good customer service?

- angry - *I've dealt with **angry** customers before.*
- complaint - *I'd like to make an official **complaint**.*
- consider - *Would you **consider** a replacement?*
- feedback - *Our customer **feedback** could be better.*
- focus - *We should **focus** on our customers' needs.*
- procedure - *Make sure you follow **procedure**.*
- transfer - *Don't **transfer** customers too much.*