



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

Super Class

Warm Up – Topic Question



How would you deal with an angry customer?

Picture Description

What is the lady explaining to the guy?



B



A



Mark	We need to overhaul our customer service procedures.
Max	Is it because of the negative feedback we've been getting from customers lately?
Mark	That's it. 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 as perfectly as possible.
Mark	Good idea. That could be very effective. We should also take a look at our after-sales care . This is an area where our competitors seem to have the edge .
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 .



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

Key Phrases

- We are getting tons of calls about
- We need to overhaul
- is causing a serious issue.
- After-sales care is
- If we then we'd have the edge.
- We must look into
- 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*



Talk about one of the following topics for one minute:

1. The customer is always right.
2. The advantages of call centers.
3. The use of automation in customer service calls.

*Other students in the class, ask one question each to the presenter after the speech

- 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?

I couldn't understand anything customer service was saying. It sounded like a lot of **mumbo jumbo**.



the customer is always right – make the customer feel valued, even when they seem unreasonable

- If the customer gets upset, stay calm, don't correct them. Remember, **the customer is always right**.

add insult to injury – to make a bad situation worse by saying the wrong thing

- You must be polite with difficult customers. We don't want to **add insult to injury**.

mumbo jumbo – nonsense, jargon or meaningless speech

- When speaking to customers, don't use too much **mumbo jumbo**. Use normal language.