According to the article, what makes an online shopping site successful? Complete this list.

Notes

1 customer convenience
2
3
4
5

2 Find a word in the text that means the same as:

1 profitable _____
2 something of the highest importance _____
3 easy or helpful to use _____
4 fast and organized _____
5 absolutely necessary _____
6 help _____
7 faithful _____
8 suggest _____

Now use words from above to complete the sentences.

a Our customers' satisfaction is our top _____.
b If you need _____, please contact our call centre.
c Good communication skills are _____ in any customer care job.
d And you can pay by credit card, which is very _____ when shopping online.
e We can offer a quicker and more _____ level of service with our new call centre.
f If you are happy with our products, please _____ us to a friend.

3 You are in a meeting with a possible new customer. Answer their questions.

Q What makes your company different?
A We are very proud of our _____[1].
We're especially known for our _____[2].

Q How do you make it easy and convenient for the customer?
A We offer convenience to the customers with _____[3].

Q How do I get after-sales service?
A We give efficient customer service by _____[4].

Q What is the most important focus for your customers?
A Our top priority is to _____ _____[5].

LIVEWORKSHEETS