2 Face to face with customers

STARTER **What makes the most impact in face-to-face encounters in customer care? Choose the three most important aspects for you and compare your answer with a partner.**

clear speaking voice • good vocabulary • sense of humour • expensive clothes • pleasant body language • good eye contact • accurate grammar • good grooming

1 **First read this tip from an American customer care website. Do you agree? Why, or why not?**

What customers really notice

Your body language – the way you stand or sit, what you do with your arms and hands, whether you are smiling or frowning, and so on – tells the real truth to your customers! Your words may be able to hide that you're bored or uninterested, but your body can't. When meeting a customer, make eye contact within 10 seconds. This creates a bond between you and the customer and it shows your interest in real communication. If you don't make eye contact, the customer could think that you aren't interested – or even worse, that you're ignoring them!

Now decide whether the following body language would give a positive [P] or negative [N] impression to your customers.


1 ☐


2 ☐


3 ☐


4 ☐


5 ☐


6 ☐


7 ☐

Do you think this impression is the same for people from all cultures?

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