Customer Service in Philippine Business Culture - Reading Comprehension

Task 1: Think about online shopping in your country:



1. What kind of *customer service* do people expect?
2. How can businesses make customers feel loyal or cared for online?
3. Do you think culture affects expectations about customer service?

Write 3–4 sentences to share in class later:

Task 2: Below are some *useful expressions* that appear in the article. Match them with their meanings. These words will appear in *italics* in the text.

Word / Phrase	Meaning
1. to leverage (a tool/resource)	a) to copy or imitate something with the aim of matching or improving it
2. to foster (a sense of community)	b) involving subtle differences or distinctions
3. ingrained (in culture)	c) to encourage or promote the development of something
4. to emulate (an experience)	d) strong, effective, and able to withstand challenges
5. to solicit (feedback)	e) to use something to maximum advantage
6. compliant (with laws)	f) acting in accordance with rules or regulations

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7. robust (security measures)	g) deeply established and difficult to change
8. nuanced (understanding)	h) to formally ask for or try to obtain something

Task 3: Read the article 'Customer Service That Converts: Building Loyalty in the Competitive Philippine Online Market': https://richestph.com/customer-service-that-converts-building-loyalty-in-the-competitive-philippine-online-market/#elementor-toc__heading-anchor-5

Task 4 : Write 2–3 sentences summarising what makes Filipino customer service unique. Include:

- **The qualities Filipino customers value**
- **The cultural values that guide customer service practices**

Your summary:

Task 5: Decide if each statement is **True (T)** or **False (F)**. If it's false, rewrite it correctly in the space provided.

No	Statement	T / F	Correction if False
1	Filipino customers generally expect prompt responses, particularly because mobile communication is widely used.		
2	The example of the *sari-sari store* illustrates how familiarity and personal recognition influence customer trust.		
3	The *bayanihan* spirit encourages businesses to build customer communities rather than focus solely on individual transactions.		

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4	Companies that demonstrate *malasakit* tend to build emotional loyalty, not just repeat purchases.		
5	Practising *pasensya* when handling complaints can strengthen a company's reputation even more than a flawless transaction.		
6	Respectful language, including the use of "po" and "opo" where appropriate, can positively affect how online service is perceived.		
7	According to the article, technological efficiency is important, but cultural understanding plays an equally crucial role in success.		
8	Businesses that consistently go beyond basic service expectations are more likely to turn customers into long-term advocates.		

Task 6: Below are the culture-loaded words from the article.
Use the text and your understanding to write your own English definitions.

Filipino Term	Your Definition (in English)	Similar Idea in Your Culture? (Yes / No – Explain briefly)
Sari-sari store		
Bayanihan		
Pasensya		

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Malasakit		
Po/Opo		

After completing the table, write a short paragraph (5-7 sentences) comparing one or two of these values with cultural or business values in your country.
Be ready to discuss this in class.

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