CN3 – U2 – LESSON 3

1. In the first paragraph, "we treat our customers as if they are the most important people in the world—because they are!" What does "they are" mean?

   ……..

2. In this sentence,

   "We all know our products are awesome and our repair service first rate, but customer satisfaction depends on the quality of the relationships we build,"

   What three factors are mentioned as the success of True View Appliances?

   - Awesome ……...
   - First rate ……..
   - …….. with the customers (1 word)

3. Why is great customer service crucial for the success of True View Appliances? Choose more than 1.

   Customers will use the services again.

   Customers will recommend the products to their relatives.

   Customers will rate 5 stars for the services

   Customers will buy more products from the company.

   Customers will be back to their family.

4. Which word best describe the following staff members?

   K for Knowledgeable (2) **A** for Attentive (2)

   R for Reliable (3) **H** for Helpful (2)

   She never disappoints the customers by failing to keep her promise to them.

   She knows the products well.

   If she doesn't know the answer to a customer's questions, she will try to find out later.

   She always listens to the customers.

   She often does more than what she promises the customers.

   She tries her best to help customes to get what they need.

   She summarizes the complaint to show her attention to them.

LIVEWORKSHEETS

If she makes a mistake, she solves it right away.

She doesn't wait long to reply to the customers' requests.

5. Complete each statement with one of these words from the manual.

attentive – satisfaction – knowledgeable – expertise – loyal

1. A customer experiences _____ with a company's services when his or her needs are met.

2. If a company has _____ employees, it can be sure customers will be provided with up-to-date product information and advice.

3. _____ customers will keep coming back and recommend your company to others.

4. If your employees really know about the products they sell, customers will be thankful for their _____.

5. Customers believe that an employee is a good listener when he or she is _____ to their needs.

LIVEWORKSHEETS