

Activity 1: Match these adjectives to definitions 1-10.



attentive

loyal

discourteous

dissatisfied

existing

responsive

high-quality

efficient

repeat

sub-standard



1. a _____ customer is someone who uses your service again and again
2. a _____ goods are goods which do not meet levels of quality
3. a _____ sales assistant wouldn't be very polite to customers
4. _____ customers will complain to all their friends about bad service
5. _____ customer will buy only from you and not your competitors
6. _____ customer service is of a very good standard
7. a company is _____ when it acts quickly and in a helpful way when a customer has a problem with its service
8. your _____ customers are the ones who currently use your service
9. if a delivery service is _____, you know things will be delivered on time
10. sales assistants who are _____ are always on hand to meet your needs

