

LISTENING

1 Recording 11 Listen to a man talking about products and customer service. Underline the correct answer, a), b) or c).

1 The man says that customers occasionally

- a) complain about products.
- b) complain about delivery.
- c) complain about both issues.

2 According to the man it's important to

- a) deal with problems as soon as they happen.
- b) ignore complaints if they are rude.
- c) automatically answer complaints.

3 The man says that good customer service can

- a) help you be more competitive.
- b) encourage people to spend extra.
- c) make up for low quality products.

4 According to the man, you can regain client trust

- a) by employing better staff in the future.
- b) by always offering a refund.
- c) by really paying attention to customer complaints.

5 The man says about 82% of people

- a) have complained about a company.
- b) stop using a company after making a complaint.
- c) will never complain about a company.

6 Complaints have more effect today because

- a) people have more experience of bad service.
- b) people share their bad experiences online.
- c) people complain more now than in the past.

2 Recording 11 Listen again and complete the notes with a word, number or short phrase from the recording.

Customer Services

¹ 40% of people say that they choose a brand because of its reputation for good customer service. Therefore, customer service is very important for success in business

Approximately ² _____ of people say that customer service is more important than price or product.

It is suggested that ³ _____ of people would pay more for a product to guarantee good customer service.

Three rules of customer service are: the customer is ⁴ _____ ; offer refunds/replacements; listen to complaints.

Social media has a big impact: up to ⁵ _____ of badly-treated people take action on these sites.

Around 85% of these say they are going to ⁶ _____ others about their experience.

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3 Recording 12 Listen to six short extracts where people talk about things they have learned. Choose from options (A–H) what the speaker liked about the experience. There are two letters you do not need.

A It's important to follow dreams.

B You can't trust everybody.

C People are very generous.

D Hard work isn't always a bad thing.

E It's important to be wealthy.

F Change is important.

G Family is important.

H Having money isn't that important.

1 Speaker 1 F

2 Speaker 2

3 Speaker 3

4 Speaker 4

5 Speaker 5

6 Speaker 6