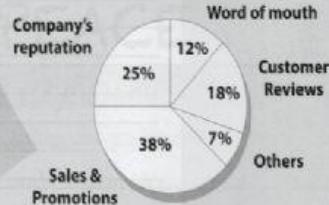


**Questions 1 to 10**

Read the article below and answer the questions that follow.

Good customer service is the core of any business. To build good relationships, you must know what your customer needs and wants. It also means being able to help customers make smart choices. In order to build a good sales rapport, we must continually invent new ways of providing a good service that meets high standards. A survey on how new products are introduced to consumers was carried out.

**What is Your Secret in Providing Good Customer Service?**

Jared (CEO)

In my company, everyone is a customer. We act quickly to address and resolve issues as fast as possible. We stress on problem-solving skills.

Customer service to me means guiding customers on how to use our products, in a speedy, friendly, and informative manner.

Chris (Consultant)

Suraya (Manager)

Exceptional customer service means something different to everyone. If you keep it simple and remember the golden rule, customer service doesn't have to be complicated. Treat others the way you want to be treated.

In my opinion, exceptional customer service means consistently delivering experiences that make customers feel valued, respected and cared for.

Tan (Consultant)

Mindy (CEO)

Exceptional customer service means listening to the clients and truly hearing what they are searching for and how you can be of help. Having good communication skills is a must.

**Questions 1 to 5**

Using the information from the article, match the statements below with the name of the person who says it.

Which person says...

- Attention should be given to customers' needs and requirements.
- Problems must be solved as quickly as possible.
- We must treat the customers well.
- Teach customers how to use the products.
- Make customers feel special.

Name of person

_____
_____
_____
_____
_____

[5 marks]

**Questions 6 to 10**

Ali has applied for a customer service position at a company specialising in household products. He has been called for an interview. He talks to his friend for advice. Using words from the article, complete the conversation below. Use no more than three words for each blank.

Ali: What should I know?  
 Adrian: Based on an article I read recently, the public is introduced to new products in various ways. The most common one is through \_\_\_\_\_ (6).  
 Ali: Right!  
 Adrian: Products are also introduced through a \_\_\_\_\_ (7) and \_\_\_\_\_ (8), besides word of mouth. Perhaps there are other ways too.  
 Ali: That's something for me to note down. What about customer service itself?  
 Adrian: One consultant says that \_\_\_\_\_ (9) customers on how to use the product is good customer service.  
 Ali: Great. Anything else?  
 Adrian: In order to provide excellent customer service, you will need superb \_\_\_\_\_ (10) skills, besides problem-solving skills.

[5 marks]