ADAPTED BY LIC. MARLON HERNÁNDEZ SALAS

MODULE: Desarrollo de Procesos de Comunicación en inglés a Nivel Intermedio

LEARNING UNIT # 2 / Warm-up

- ✓ **Can you think of a time when you received excellent or poor customer service?**
- ✓ **In general, What is the quality of customer service provided in Costa Rica?**
- ✓ **What company do you think provides the best or worst customer service?**



Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy, enjoyable experience with your brand.Today, customer service means delivering proactive and immediate support to customers anytime on the channel of their choice — phone, email, text, chat, and more.

https://www.youtube.com/watch?v=lBb6l6ANf4c&t=84s

Why is customer service important?

In one word: retention. Happier customers are more likely to continue doing business with you. This helps your bottom line. It's less expensive to keep current customers than to attract new ones.

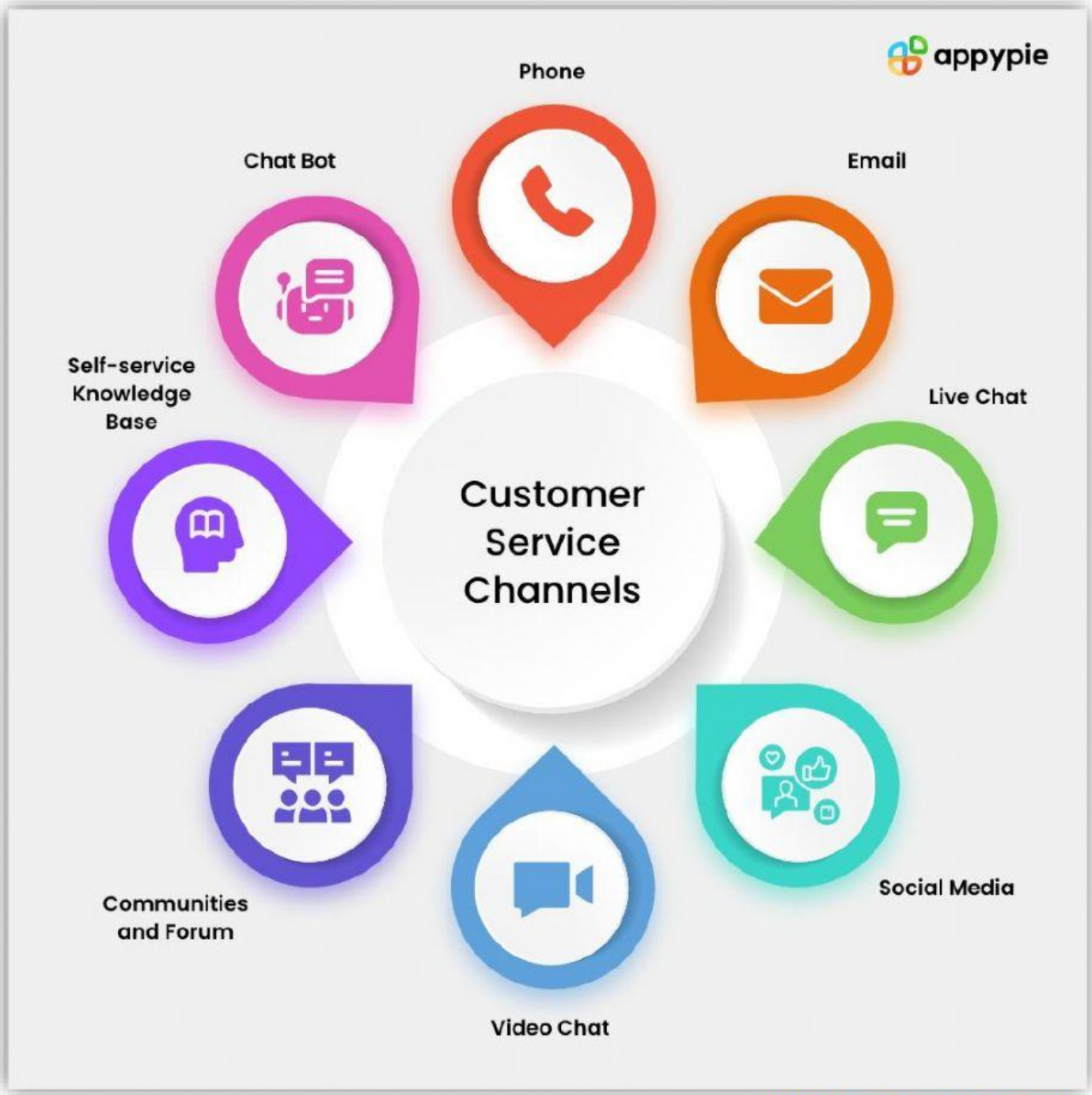
Good customer service is essential for the success of any business. It is one of the most important ways for a company to differentiate itself from its competitors and to create a

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positive and lasting impression on customers. Some of the key reasons why good customer service is so important include:

Positive Brand Reputation: Positive brand reputation is a byproduct of excellent customer service. When customers have a positive experience, they are more likely to share their experience with others, leading to positive word-of-mouth. This can help to establish a strong brand reputation and can be a valuable asset for the company.

Types of Customer Service Channels



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Phone Support: Phone support is one of the most common forms of customer service and is widely used by businesses of all sizes. It allows customers to quickly and easily get in touch with a company to ask questions, get help, or resolve problems.

Email Support: Email has become a widely used method of communication, with over 4 billion email users worldwide. This makes email support a popular and effective way for companies to provide customer service and communicate with their customers.

Live Chat Support: Live Chat support is provided through real-time online communication, typically through a website or mobile application. It allows customers to receive immediate assistance and support from a live customer service representative, typically through a chat interface or instant messaging.

Social Media Support: According to a study by statista, 47% of respondents have a more favorable view of brands that provide customer support responses over social media. This highlights the importance of social media support as a customer service channel, as it allows businesses to connect with customers in real-time and provide immediate assistance and support.

Video Chat Support: Video chat support can be particularly useful when dealing with difficult technical problems as it allows the support representative to see the customer's screen and provide visual guidance. This can be much more effective than trying to explain technical issues over the phone or through text-based chat.

Communities and Forums: Forums and communities can be a valuable resource for both customers and companies. Customers can get answers to their questions and find solutions to their problems quickly, and companies can use the feedback and information shared on these platforms to improve their products and services.

Self-service Knowledge Base: Self-service knowledge bases can be a valuable tool for companies looking to improve customer support and reduce the number of support requests they receive.A self-service knowledge base can be implemented in different ways, but typically it's a web-based platform that is searchable, easy to navigate and has a wide range of topics and categories. The customer can easily find the information they need by searching or browsing the knowledge base.

Chatbot Support: Based on Statista's research, 64% of businesses trust chatbots to provide personalized customer support than regular customer service. This statistic shows that, although chatbots have yet to become mainstream, they are quickly becoming a preferred way for businesses to provide customer support.

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5 tips for **providing excellent customer service**

1. Be friendly and respectful
2. Listen and be responsive
3. Know your product/service
4. Ask for feedback
5. Say 'thank you'



https://www.youtube.com/watch?v=uaQkJjyNJj0

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Activity: Watch the next video and then analyze it. Later, write what was right and wrong with the customer service provided.

https://www.youtube.com/watch?v=Zy1h49_L8ME&t=42s



Pair Work



Bad customer service

Good customer service

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Activity:(Speech) It is time to do research about customer service policies of both well known and unknown companies. In addition, explain what the companies



Pair Work

Name of the company

Information





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Let´s talk about Customer Service

Pair Work

How important is good customer service to the success of a business?	Can you remember an occasion when you experienced poor customer service?
Have you ever had a bad experience when phoning a customer service department? What happened?	In general, what is the quality of customer service in your country?
How could you improve the quality of customer service in your company?	Do you think after sales service is important or is it just a waste of time and money?
Can you think of a time when you received excellent customer service?	Why do you think some shop assistants are rude?
Who is responsible for poor customer service? Is it the employee on the front line or the management?	What is the secret of excellent customer service?
Should a company always agree to refund a customer if he or she is unhappy?	Does good customer service always involve dealing with a human being?

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Listening comprehension
Customer Service



1.What did the man buy?

a. A goat
b. A coat
c. A couch
d. A cloth

2.Why is the customer calling?

a. Because the company sent the wrong item.

b. Because the company sent it to the wrong site.

c. Because the company sent the wrong size.

d. Not mentioned.

3. What did the man say about his reimbursement?

a. He hasn't received an e-mail confirming it.
b. It is not reflected in his account.
c. He hasn't reported it.
d. A and B are correct.



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4.The man's last name is spelled ....



a. Willson
b. Wilson
c. Welson
d. Wellson

5.Where is the tracking number located?

a. Behind the right of the receipt.
b. The lower part
c. Right up to the left
d. The upper right

6. What is the phone number included when the order was placed?

a. 4113450367.
b. 4113450377.
c. 4112450377.
d. 4113480377.



7. Adam's email is....

a. adam-willson@malefence.com
b. adam.willson@malefence.com
c. adam-wilson@malefence.com
d. adam_willson@malefence.com

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