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

LEARNING UNIT # 2 Customer Service / complaints

Warm-up Read the following text.

- ✓ How far would you agree with the points raised?
- ✓ Have you experienced the situations described below from the point of view of a customer or business?

CUSTOMER COMPLAINTS (background information)



Many businesspeople regard a customer complaint as a negative experience. However, if your business handles complaints properly, previously unhappy customers may start singing your praises. Consider a complaint as one of the best opportunities you must show your commitment to creating another satisfied customer. Customer loyalty is one of the biggest assets a business has; fight for this loyalty - be passionate about it! Complaints should be handled sympathetically and promptly. Some businesses believe that if they don't receive many complaints, their customers must be satisfied. Wrong! Only a few customers will complain to you. The majority will not return to your business and will tell others of their bad experience.

WHY SHOULD ANY BUSINESS WELCOME COMPLAINTS?

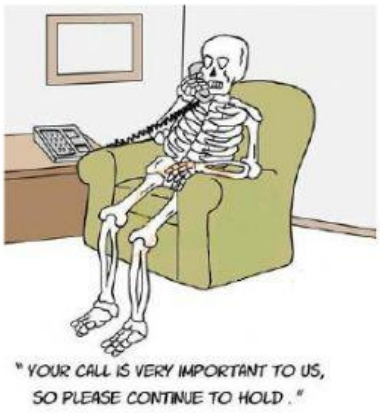
Some published statistics say that:

- ✓ a typical business hears from only 4% of its dissatisfied customers; the other 96% just go quietly away and 91% of them will never come back.
- ✓ a typical dissatisfied customer tells more than 8 people about his or her problem.
- ✓ 7 out of 10 complaining customers will do business with you again if you resolve the complaint favorably.

Adapted from a Consumer Affairs Factsheet by the Australian Department of Justice Northern Territory Government

LIVEWORKSHEETS

Situation#1 –CUSTOMER SERVICE- ANGRY CUSTOMER



Only student A reads this section

Student: A

You are a customer who has bought a very expensive machine … but after three days you notice that the machine is making a terrible noise, and you are worried that something bad is going to happen to either the machine or to those working on it. On top of this you have been trying to get hold of the Sales person who sold you the product but constantly get his answer machine.

You are angry as this machine was only installed two days ago and you have had to cancel various areas of production because of this. Your company is now losing money due to the fault.

You ring the customer services and having been put through to the wrong department three times you are now seriously angry. This machine was expensive and was described by the sales man as an investment.You finally get to speak to the manager of the company. You want action!!!

Note:

- ***The manager will try to solve this problem by offering some possible solutions. In this case, make sure you refure most of them and accept only one at the end of the conversation. Please, be a picky customer***

Useful phrases / Client

- I am very dissatisfied with the service.
- I expected more from your company ….
- I am unhappy with ….
- This is not good enough …
- I want action now or compensation …
- I am not taking no for an answer….
- What are you going to do about it ….
- I want to speak to the director….
- Who is in charge. I want to speak to them…

LIVEWORKSHEETS

Only student B reads this section

Student: B

You are the Manager of an important manufacturing company and you have had a very busy day. You are just about to take a well-earned lunch break when the telephone rings. It is the receptionist who tells you that this is a call you must take as the client is very unhappy and is threatening to sue.

You listen to the customer's complaint and realize that this is another of one of the many problems one of your sales team has created. If your boss finds out it will me more trouble for you and any chance that you have of a promotion that year will disappear.You need to try and resolve this problem.

Note:

- You will deal with a picky customer. *Therefore, offer different solutions to your customer and make sure one of them is accepted.* Finally, think how you can compensate him or her because of the inconvinient.

Useful phrases / Manager



I am so sorry...

I must apologize for this ...

I can only apologize sir/madam ....

Please accept my apologies...

I'm afraid I am not authorized to do that .....

I am not in a position to ....

If you could just bare with me a moment ....

I will endeavor to do my best to assist you ...

If you could just bear with me....

I assure you that we will do our best to .....

LIVEWORKSHEETS

Situation#2



STUDENT A:

You are the manager of ***The Paradise Hotel***, a modern holiday resort surrounded by lots of sights and sandy beaches. Everything seems perfect... but you have to deal with some problems.

STUDENT B:

You are a guest at the expensive The Paradise Hotel. The food is awful. It is often cold and salty, and there are no vegetarian dishes. There is also little choice: It seems to be the same any other day. **Talk about some other possible problems!**

Situation#3



STUDENT A:

You are the manager of The Lakeside Hotel located in **Virginia (USA)**,and it is a small holiday resort surrounded by woods and lakes, a very peaceful place. Everything seems perfect... but you have to deal with some problems.

STUDENT B:

You are a guest at the expensive "The Lakeside Hotel". The internet connection at the hotel is not working properly and you have a conference with an important businessman (Marlon Hernández) in 3 hours. Furthermore, there are only 3 different TV channels, which is unacceptable. Finally, you want to have "Pinto" for breakfast. **Talk about some other possible problems!**

Situation#4 (Role-play)

Work with a classmate and make a role-play. **Student A** is the customer who complaints about the service, and **student B** apologizes, explains, and solves the problem.

1. **Student A** ordered 100 laptops from the supplier, but only 90 were delivered. This problem has happened several times before. Moreover, **Student A** received an invoice for some devices you did not ask for. The amount on the invoice is $19,000 and not $4.000 as you were told at the beginning. ***Apply the strategies studied in this unit.***

LIVEWORKSHEETS

Responding to a complaint (writing-formal e-mails)



Tips

1. When writing, do not use contractions (formal e-mails).
2. Use formal language. Do not use slangs (informal language).
3. Acknowledge the complaint and show you understand the problem. Focus on the facts and avoid making excuses or placing blame on individual people.
4. Apologize and explain what steps will be taken to ensure it doesn't happen again.
5. Emphasize the positive relationship with the customer:
   - ✓ We value your custom … / feedback …
   - ✓ In appreciation of the many years you have been a customer …
   - ✓ We are happy to ...
   - ✓ We trust that you will ...
6. Offer some kind of solution or compensation if appropriate.

Preparation task

VOCABULARY SECTION

Oral Activity: Drag and drop the words with their corresponding definitions. If you do not know the answer, look for some information about it.

To assure | To ensure | A policy

To state | A quote

To take something on board



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Definition

a. to say something formally _____

b. to tell someone something confidently so they don't worry _____

c. a statement of how much something will cost _____

d. to listen to and accept a suggestion _____

e. a document that shows your agreement with an insurance company _____

f. to make certain that something will happen _____

Written Activity: Read the next e-mail and check how it was written.



To: pierre_houches@me.com
From: Customer Service Team – TC Insurance
Subject: Your recent policy renewal

Dear Mr Houches,

Thank you for your recent renewal of your insurance policy with Top Car Insurance.

It has been brought to our attention that at the end of your renewal call you registered a complaint and stated that you were dissatisfied with the service you had received.

We value your custom and I assure you that we take all customer feedback seriously. On behalf of the company I would like to apologise for the length of time it took for you to receive your final quote for this renewal. I am also sorry for the inconvenience caused when the discounts you received were not automatically applied.

We have taken your suggestions on board and will review our renewals process for existing customers. We understand your point that the process should not take as long for existing customers as for new customers buying a new policy.

In appreciation of the many years you have been a customer of Top Car Insurance we are happy to refund you the difference in price between your new and your previous premium, i.e. £73.20. I have also made a note on your account to ensure that your next renewals process will run more smoothly for you.

We value your feedback and will use it to improve our service.

We trust that you will find this a satisfactory response to your complaint and that this correspondence will bring this matter to a close. However, should you wish to discuss this matter further, please let us know how best to contact you.



With kind regards,

Rowena Harrod

Customer Service Team

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Sample Complaint Letter Template



Your Address
Your City, State, ZIP Code
(*Your email address, if sending via email*)

Date

Name of Contact Person (*if available*)
Title (*if available*)
Company Name
Consumer Complaint Division (*if you have no specific contact*)
Street Address
City, State, ZIP Code

Dear **Contact Person or Organization Name)**:

Re: **(*account number, if applicable*)**

On **(date)**, I **(bought, leased, rented, or had repaired)** a **(name of the product, with serial or model number, or service performed)** at **(location and other important details of the transaction)**.

Unfortunately, your **(product or service)** has not performed well **(or the service was inadequate)** because **(state the problem)**. I am disappointed because **(explain the problem: for example, the product does not work properly; the service was not performed correctly; I was billed the wrong amount; something was not disclosed clearly or was misrepresented; etc.)**.

To resolve the problem, I would appreciate your **(state the specific action you want: money refunded, charge card credit, repair, exchange, etc.)**. Enclosed are copies (do not send originals) of my records **(include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents)**.

I look forward to your reply and a resolution to my problem and will wait until **(set a time limit)** before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at **(home and/or office numbers with area code)**.

Sincerely,

Your name

Enclosure(s)

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Using However & Nevertheless

We can express a contrast by using the adverbs **however** and **nevertheless** with two sentences. They are always followed by a comma.

Example Sentences

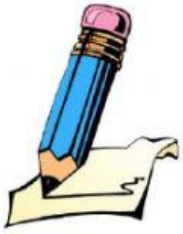
- He was feeling very ill. **However**, he went to school.
- Some people disagree with this idea, **however**, it's never been proven right.
- She is not our best worker, but **nevertheless** she tries very hard.
- The weather was sunny; **however**, we didn't go outside.
- Samuel works a lot, but **nevertheless** he hasn't any money.
- She is the best student in school. **However**, she doesn't do homeworks on time.
- My friends wanted to go outside. **Nevertheless**, it is raining.
- I really enjoyed that movie. **Nevertheless**, I prefer the book.
- **However** you need to, just be there in time.
- She is tired; **nevertheless**, She must finish her homework.
- She is not our best worker. **Nevertheless**, she tries very hard.
- It's raining very hard today. **However**, let's go out and enjoy ourselves!

www.englishgrammarhere.com

LIVEWORKSHEETS



WRITING TASK



Situation : Read your classmate´s e-mail and then write back the corresponding resolution.



From:
To:
Subject:

Start writing the e-mail here:

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