

**MODULE 3: Desarrollo de procesos de comunicación en inglés a nivel intermedio.**

## Podcasts

Type: **Vocabulary**

Topic: **Entertainment**

Level: **Intermediate**

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Podcasts are a great topic for English learners with an intermediate level to discuss. Participating in conversations about this topic will help them improve their English in a number of ways, for example, podcasts often cover a wide range of topics, which can help learners to expand their vocabulary, develop ideas and learn new words and phrases.

## Conversation Questions



## PODCAST

- What tips would you have for someone who wants to start their own podcast?
- Do you listen to podcasts?
- What challenges do people face when creating a podcast?
- What strategies would you use to promote a podcast?
- Do you think listening to podcasts is a good way to improve your English?

- What topics do you think are best suited for podcasting?
- When would you say is the best time to listen to podcasts?
- What are some of the most popular podcasts you know of?
- Do you prefer long or short podcasts?
- Do you think podcasts are becoming more popular than TV shows or films?

# PODCAST



Here are some engaging topics you can consider for a customer service speaking session:

Choose and develop 3 ideas of any of the following topics.



1. **The Importance of Customer Service:** Discuss how excellent customer service can drive business success, increase customer loyalty, and enhance brand reputation<sup>1</sup>.
2. **Effective Communication Skills:** Highlight the importance of clear, empathetic, and active communication in resolving customer issues and creating positive experiences<sup>2</sup>.
3. **Handling Difficult Customers:** Share strategies for managing challenging interactions with patience and professionalism<sup>2</sup>.

4. **Product Knowledge:** Emphasize the need for in-depth knowledge of the products or services offered to provide accurate information and recommendations<sup>1</sup>.
5. **Reflective Listening:** Teach the technique of reflective listening to ensure customers feel heard and understood<sup>2</sup>.
6. **Crisis Communication:** Prepare your team to handle unexpected situations and communicate effectively during crises<sup>2</sup>.
7. **Customer Experience vs. Customer Service:** Explain the difference between customer service (individual interactions) and customer experience (the overall journey with the brand)<sup>1</sup>.
8. **Leveraging Technology:** Discuss how tools like CRM systems, chatbots, and social media can enhance customer service<sup>2</sup>.
9. **Cultural Sensitivity:** Train your team to be aware of and respect cultural differences in customer interactions<sup>2</sup>.
10. **Feedback and Continuous Improvement:** Encourage the collection and use of customer feedback to continuously improve service quality<sup>1</sup>.

