

Please listen to the audio track and fill in the gaps.

1. I mean, clearly Fei shouldn't have been treated like that and given the final outcome, the company hasn't by it.
2. A culture can develop where it is assumed the customer is or is trying to cheat the company by complaining. That then stops the assistant listening to the issue and thinking about it rationally.
3. However, you should start from the view that they do and allow them to speak.
4. the cost of retaining a customer is a fifth of the cost of getting new customers, and customers are actually four times more likely to use or recommend a service again if a problem is efficiently.
5. They may also have friends who are local to the UK store, but I think even if that wasn't the case, it still shows a
6. In Japan, they are often made in the spirit of improving a service seeking compensation. We say all companies should see complaints in this way - as a gift. For every person who complains, there'll be 25 who are also dissatisfied, but nothing.
7. If that complainant is foreign, think that they may have additionally about their language abilities, like Fei.

Please check your answers and answer the questions below (you may want to listen to the track once again):

1. I mean, clearly Fei shouldn't have been treated like that and given the final outcome, the company **hasn't achieved anything** by it.

What does "it" refer to?

Fei's treatment

The way Fei was treated

The final outcome

2. A culture can develop **within companies** where it is assumed the customer is **at fault** or is trying to cheat the company by complaining. That then stops the assistant listening to the issue and thinking about it rationally.

What does “it” refer to?

A company culture where the customer is believed to be at fault

Customer’s cheating habits

The issue behind the customer’s complaints

3. However, you should start from the view that they do **have a valid point** and allow them to speak.

What does “them” refer to?

Complaining customers

Shop assistants

Company’s policies

4. **Estimates suggest the cost** of retaining a customer is a fifth of the cost of getting new customers, and customers are actually four times more likely to use or recommend a service again if a problem is **sorted out** efficiently.

What functions in the sentence are the words “Estimates suggest the cost”?

Estimates - subject / suggest - verb / the cost - object

Estimates - subject / suggest - verb / the cost - subject of another sentence part

Estimates - adjective (noun functioning as an adjective) / suggest - subject / the cost - subject of another sentence part

5. They may also have friends who are local to the UK store, but I think even if that wasn’t the case, it still shows a **wrong attitude**.

What does “that” refer to?

Foreigners having friends in the UK

A typical local UK store

UK shop assistant being ignorant to foreign customers

6. In Japan, they are often made in the spirit of improving a service **rather than seeking compensation**. We say all companies should see complaints in this way - as a gift. For every person who complains, there'll be 25 who are also dissatisfied, but **who said nothing**.

What does “they” refer to?

Global brands

Customers' complaints

Customers' internet reviews

7. If that complainant is foreign, think that they may have additionally **overcome embarrassment** about their language abilities, like Fei.

What does “they” refer to?

A person who complains

A foreign person

Global brands