

LESSON 8

NAVIGATING E-COMMERCE IN THE WORKPLACE



Section 1. Getting Started: Vocabulary

Verbs and Phrasal verbs:



Browse



Buy



Customize



Log in / out



Optimize



Personalize



Review



Search for



Set up



Sign up



Track orders



Update information



Use filters



View details



Cart



Checkout



Customer reviews



Digital security



Online presence



Payment methods



Shopping trends



Subscription model



Target audience



User experience (UX)



Website navigation



Mobile optimization



Cyber Monday deals



Return policy

Idioms



Cut to the chase



Get the hang of it



Jump on the bandwagon



Keep an eye on the ball



Out of the blue



Put all your eggs in one basket



Walk on eggshells



Win-win situation



You scratch my back,
I'll scratch yours



Zero in on

LESSON 8

SPEAKING WARM-UP

Let's Talk!

E-COMMERCE

Work with a partner. Take turns answering the questions and sharing your ideas.

- 1 | How often do you shop online?
.....
- 2 | What are the advantages of shopping online?
.....
- 3 | What are the disadvantages of shopping online?
.....
- 4 | What was the last thing you bought online?
How was your experience?
.....
- 5 | Do you prefer online shopping or shopping in physical stores? Why?
.....
- 6 | How has e-commerce changed the way people shop?
.....
- 7 | What types of products do you think are best to buy online?
Which ones are better in stores?
.....
- 8 | Do you think people will shop more online in the future?
Why or why not?
.....
- 9 | What can online stores do to provide better service to customers?
.....
- 10 | Have you ever had a problem with an online purchase?
What happened and how was it solved?
.....



LESSON 8

Real Problems, Real Solutions

Discuss, analyze and solve.



Section 2: Speaking

Exercise 2: E-Commerce Horror Stories

In small groups, read and discuss each case. Analyze how to avoid each situation and find a possible solution.



1. The Review Ruckus



An e-commerce platform in Delhi introduced a new feature allowing customers to rate and review products. However, a bug in the system displayed all reviews as 1-star, regardless of the actual rating. This led to a significant drop in sales until the issue was fixed.

? How could this situation be avoided?

! What is a possible solution?



2. The Vanishing Vendor



Tom, living in London, found a rare comic book on an e-commerce platform. He paid a hefty sum for it. However, after the payment, the vendor vanished, and the comic book never arrived. The platform couldn't help much as the vendor had closed his account.

? How could this situation be avoided?

! What is a possible solution?



3. The Discount Debacle



During a Black Friday sale, an e-commerce platform in Toronto mistakenly listed a high-end laptop for \$10 due to a pricing error. Thousands of customers ordered it, expecting a fantastic deal. The company had to cancel all the orders, leading to a PR nightmare and many disappointed customers.

? How could this situation be avoided?

! What is a possible solution?



4. The Delivery Disaster



In Sydney, an e-commerce platform promised same-day delivery for a range of products. However, due to a system glitch, all deliveries were delayed by a week. Customers were furious, and the company had to offer refunds and discounts to appease them.

? How could this situation be avoided?

! What is a possible solution?



Extend the conversation

- What are the most important factors for trusting an online store?
- Share a personal experience (good or bad) with online shopping.



Think critically!

What advice would you give to a friend who is starting an online business?

LIVEWORKSHEETS

LESSON 8

Traditional vs. E-Commerce

Compare, analyze and discuss.



WORK IN SMALL GROUPS

Analyze and discuss the similarities and differences between traditional commerce and e-commerce. Take notes in the spaces provided and share your ideas with the class.

1 Compare the two types of commerce in the following aspects.

ASPECT	TRADITIONAL COMMERCE (Physical Stores)	VS.	E-COMMERCE (Online Stores)	SIMILARITIES (What is the same?)
1. Convenience				
2. Costs				
3. Customer Experience				
4. Security				
5. Product Availability				
6. Marketing				
7. Environmental Impact				

2 What are the main advantages of each type of commerce?

TRADITIONAL COMMERCE Advantages	E-COMMERCE Advantages

3 What are the main disadvantages or challenges for each type of commerce?

TRADITIONAL COMMERCE Challenges	E-COMMERCE Challenges

4 DISCUSS AND ANSWER

- Which type of commerce do you prefer? Why?

- In what situations is traditional commerce better?

- In what situations is e-commerce better?

- How do you think the future of shopping will look like? Why?

5 GROUP REFLECTION

Write one conclusion your group agrees on.



Be ready to share your ideas!

LESSON 8

CUSTOMER SERVICE

Support Phrases

Useful expressions for helping customers professionally and effectively.



1 USEFUL PHRASES

Read the phrases and their uses. Practice saying them out loud.

 GREETING & OPENING	 UNDERSTANDING THE ISSUE	 SOLVING THE ISSUE
• Thank you for contacting us. • How can I help you today? • How may I assist you? • What seems to be the problem? • I'd be happy to help you. • Thanks for reaching out to us. • Welcome! How can I support you? • It's a pleasure to assist you. • What can I do for you today?	• I see. Let me check that for you. • Could you please tell me more about the issue? • Can you give me your order number, please? • When did this start happening? • Just to confirm, you are saying that...? • Can you describe what's happening? • Has this happened before? • Let me make sure I understand correctly.	• I understand how that must be frustrating. • Let me see what I can do. • Here is what I recommend. • I will fix this for you right away. • That has been resolved. • I have updated your account. • Please try that and let me know if it works. • Is there anything else I can help you with? • Consider it done!
 PROVIDING INFORMATION	 CLOSING THE CONVERSATION	 POLITE EXTRAS
• The product/service is covered by a 1-year warranty. • Our return policy allows you to return items within 30 days. • You can find more information on our website. • The shipping usually takes 3–5 business days. • We offer several payment methods, including credit card and PayPal. • You will receive a confirmation email shortly. • Here is a link that may help you. • Let me send you that information right now.	• Is there anything else I can help you with? • Do you need help with anything else? • Thank you for your patience. • Thank you for contacting us. • We appreciate your business! • I'm glad I could help. • Have a great day! • Feel free to reach out again if you need anything. • Take care!	• I apologize for the inconvenience. • Thank you for your understanding. • I'm sorry for the delay. • I really appreciate your feedback. • Please don't hesitate to contact us again if you need anything. • We value your time. • Thank you for being so patient. • I hope we were able to solve your issue today. • It's my pleasure to assist you.



CUSTOMER SERVICE PRACTICE

Role-Play Activity



SITUATION:

Student A is a customer. Student B is a customer service representative.
Student A has a problem with an online order and needs help.
Use the useful phrases from the lesson to have a natural conversation.

A

YOU ARE STUDENT A – THE CUSTOMER

You placed an order online, but something went wrong.
Explain the problem and ask for help.

Your information:

- You ordered a pair of wireless headphones
- Order number: 45892
- You paid for express shipping, but the order hasn't arrived.
- The expected delivery date was yesterday.
- You have already checked your email, including spam, but you didn't find any updates.
- You want to know:
 - Where your order is
 - When you will receive it
 - If you can get a discount or refund for the delay

Your goal:

Get clear information and a solution to your problem.

B

YOU ARE STUDENT B – THE AGENT

You are a customer service representative.
Help the customer in a professional and friendly way.

Company information:

- Company: TechZone Store
- You sell electronics and accessories online.
- The customer's order is in the system.
- There was a delay with the shipping carrier.
- The order is now in transit and will arrive in 2–3 business days.
- Company policy:
 - You can offer a 10% discount on the next purchase.
 - If the customer prefers, you can also offer a full refund.
- You can send a confirmation email with the updated delivery details.

Your goal:

Solve the customer's problem and make sure they are satisfied with the solution.



AFTER THE CONVERSATION

Switch roles and do the role-play again with a different scenario.
Then, give each other feedback.

USEFUL REMINDERS

- ✓ Be polite and professional.
- ✓ Listen carefully.
- ✓ Ask questions to get more information.
- ✓ Give clear and helpful answers.
- ✓ Thank the customer and close the conversation politely.

USEFUL PHRASES TO USE

- How can I help you today?
- I understand how that must be frustrating.
- Let me check that for you.
- Could you please tell me more about the issue?
- Here is what I recommend.
- Is there anything else I can help you with?
- Thank you for your patience.
- We appreciate your business.





CUSTOMER SERVICE PRACTICE

Role-Play Activity



SITUATION:

Student A is a customer. Student B is a customer service representative.
Student A has a problem with a product and needs help.
Use the useful phrases from the lesson to have a natural conversation.

A

YOU ARE STUDENT A – THE CUSTOMER

You bought a product, but it isn't working correctly. Contact customer service to get help.

Your information:

- You bought a portable Bluetooth speaker from TechZone Store.
- Order number: 78231
- You received the product 5 days ago.
- When you turned it on, the speaker didn't connect to your phone.
- You already tried:
 - charging it for several hours
 - turning it on and off
 - checking your Bluetooth settings but nothing worked.
- You want to:
 - explain the problem
 - ask for a solution (replacement, refund, or repair)
 - know how to send the product back

Your goal:

Get a clear solution to your problem.
Be polite but firm.

B

YOU ARE STUDENT B – THE AGENT

You are a customer service representative.
Help the customer in a professional and friendly way.

Company information:

- Company: TechZone Store
- You sell electronics and accessories online.
- The product has a 1-year warranty.
- You can see the order and the problem details in the system.

Company policy:

- If the product is defective, the customer can choose one of the following:
 - a replacement (same model)
 - a refund
 - a store credit
- The customer has 30 days from the delivery date to request a return.
- You will send the customer a prepaid shipping label by email.
- You can offer a 15% discount on the next purchase as a goodwill gesture.

Your goal:

Solve the customer's problem and make sure they are satisfied with the solution.



AFTER THE CONVERSATION

Switch roles and do the role-play again with a different scenario.
Then, give each other feedback.

USEFUL REMINDERS

- ✓ Be polite and professional.
- ✓ Listen carefully.
- ✓ Ask questions to get more information.
- ✓ Give clear and helpful answers.
- ✓ Thank the customer and close the conversation politely.

USEFUL PHRASES TO USE

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- Let me check that for you.
- Could you please tell me more about the issue?
- Here is what I recommend.
- Is there anything else I can help you with?
- Thank you for your patience.
- We appreciate your business.



LESSON 8



CUSTOMER SERVICE PRACTICE

Role-Play Activity



SITUATION:

Student A is a customer. Student B is a customer service representative.
Student A has a problem with a cellphone they bought and needs help.
Use the useful phrases from the lesson to have a natural conversation.

A

YOU ARE STUDENT A – THE CUSTOMER

You bought a new cellphone, but you are having problems with it. Contact customer service to get help.

Your information:

- You bought a smartphone (TechZone X5).
- Order number: 99371
- You received it 3 days ago.
- The phone has several problems:
 - The battery drains very quickly.
 - The screen freezes sometimes.
 - It gets very hot when you use apps.
- You have already tried:
 - charging it fully
 - restarting the phone
 - updating the software
- You want to:
 - explain all the problems
 - ask for a solution (replacement, refund, or repair)
 - know how to return or send the phone back

Your goal:

Get a clear solution to your problem.
Be polite but firm.

B

YOU ARE STUDENT B – THE AGENT

You are a customer service representative.
Help the customer in a professional and friendly way.

Company information:

- Company: TechZone Store
- You sell electronics and accessories online.
- The cellphone has a 1-year warranty.
- You can see the order and purchase details in the system.

Company policy:

- If the product is defective, the customer can choose one of the following:
 - a replacement (same model)
 - a refund
 - a store credit
- The customer has 30 days from the delivery date to request a return.
- The customer must send the phone back in its original condition.
- You will send a prepaid shipping label by email.
- You can offer a 10% discount on the next purchase as a goodwill gesture.

Your goal:

Solve the customer's problem and make sure they are satisfied with the solution.



AFTER THE CONVERSATION

Switch roles and do the role-play again with a different scenario.
Then, give each other feedback.

USEFUL REMINDERS

- ✓ Be polite and professional.
- ✓ Listen carefully.
- ✓ Ask questions to get more information.
- ✓ Give clear and helpful answers.
- ✓ Thank the customer and close the conversation politely.

USEFUL PHRASES TO USE

- How can I help you today?
- I understand how that must be frustrating.
- Let me check that for you.
- Could you please tell me more about the issue?
- Here is what I recommend.
- Is there anything else I can help you with?
- Thank you for your patience.
- We appreciate your business!



LESSON 8



E-commerce Customer Service

Role-Play Activity

Good service. Happy customers. Strong business.

TechZone
WE'RE HERE TO HELP



SITUATION:

Student A is a customer. Student B is a customer service representative.
Student A has a problem with a product and needs help.
Use the useful phrases from the lesson to have a natural conversation.

A

YOU ARE STUDENT A – THE CUSTOMER

You bought a product online, but there is a problem.
Contact customer service to get help.

Your information:

- You bought a product from TechZone Store.
- Order number: 78231
- You received the product 5 days ago.
- You have a problem and need a solution.

Your goal:

Explain the problem clearly and get a solution that makes you satisfied.

Possible Problems (Choose ONE to talk about):

- 1 The product does not turn on.**
You charged it, but there is no response when you press the power button.
- 2 The product works, but an important feature does not.**
You can use the product, but one of its main features is not working properly.
- 3 You received the wrong or damaged product.**
The package arrived, but the product is different from what you ordered or it was damaged during delivery.



NOTES FOR STUDENT A

Write down key information you want to mention.

B

YOU ARE STUDENT B – THE REPRESENTATIVE

You are a customer service representative.
Help the customer in a professional and friendly way.

Company information:

- Company: TechZone Store
- We sell electronics and accessories online.
- All products come with a 1-year warranty.
- You can see the order and the problem details in the system.

Company policy:

- If the product is defective, the customer can choose one of the following:
 - ✓ a replacement (same model)
 - ✓ a refund
 - ✓ a store credit
- The customer has 30 days from the delivery date to request a return.
- We send a prepaid shipping label by email.
- We can offer a 15% discount on the next purchase as a goodwill gesture.

Your goal:

Find out the problem, provide options, and make sure the customer is satisfied with the solution.



NOTES FOR STUDENT B

Take notes about the customer's problem and what solution you will offer.



AFTER THE CONVERSATION

Switch roles and do the role-play again with a different problem.
Then, give each other feedback using the questions below.

- What did you do well?
- What could you improve?
- How natural was the conversation?

LESSON 8

E-COMMERCE

The way we shop,
the world we connect.



ROUNDTABLE SPEAKING

Take turns discussing the questions with your group.
Listen to others, ask follow-up questions,
and share your ideas freely!

- 1 How often do you shop online? What do you usually buy?
- 2 What are the biggest advantages of shopping online compared to shopping in physical stores?
- 3 Have you ever had a bad experience buying something online? What happened?
- 4 What makes you trust (or not trust) an online store?
- 5 How important are customer reviews when you decide to buy something online?
- 6 Do you think online shopping encourages people to buy more than they need? Why or why not?
- 7 What are the environmental impacts of e-commerce?
- 8 What can companies do to make their online services more sustainable?
- 9 How has e-commerce changed the way small businesses operate?
- 10 Do you prefer shopping on international websites or local ones? Why?
- 11 What role does social media play in promoting online products?
- 12 How secure do you feel when making online payments? What could be improved?
- 13 Do you think the future of shopping is online, offline, or a mix of both? Why?
- 14 What skills or qualities are important for entrepreneurs who run an online store?
- 15 If you could create your own perfect online store, what would you sell and how would it work?



Think. Share. Listen. Build ideas together!



LIVEWORKSHEETS

LESSON 8

LISTENING

Section 3: Listening



Exercise 1: E-Commerce Workplaces

Listen to the following conversation, and then answer the questions.

1. What are some advantages of e-commerce mentioned by the characters?

2. What are the potential drawbacks or challenges associated with e-commerce?

3. How has the pandemic impacted e-commerce adoption?

Exercise 2: E-commerce

Listen to the following conversation, and then answer the questions.

1. What are some of the enhancements made to the e-commerce platform mentioned in the script?

2. According to Sophia, what are the key elements for attracting customers in the digital marketplace?

3. From Chris's perspective, what financial aspects are crucial for e-commerce platforms?

4. How does Mr. Foster envision the future of their e-commerce platform?

LESSON 8

LISTENING

Section 3



5. What are some of the challenges mentioned by the panelists regarding technology, marketing, and finance?



Exercise 3. Navigating the Digital Marketplace

Listening to the following conversation. Then, answer the questions

1. What challenges does Alex mention regarding the e-commerce platform's scalability?

2. According to Sophia, what strategies attract customers in the digital marketplace?

3. How does Chris analyze e-commerce platforms from a financial perspective?

4. What advice does Mr. Foster give for maintaining authenticity while embracing technology?
