

CUSTOMER SERVICE

Customer **satisfaction** is the most important feature of our business. Our success depends on customer **loyalty**. We rely on repeat business, and many of our new customers come to us through **word of mouth recommendations**. We can only maintain this **customer base** if we continually meet, or preferably **exceed**, customer **expectations**. To accomplish this, our company has two policies:

5.4.1 We value feedback

When a customer complains, do not be offended. They are pointing out something that we can improve. Thank them for **bringing this problem to our attention**. **Assure** them that you will **rectify** it as soon as possible.

5.4.2 We go the extra mile

All staff should be prepared to **go beyond the call of duty**. Customers appreciate helpful, reliable staff, and they appreciate it when they receive something extra. So always **go out of your way** to fulfill customers' needs.

Customer satisfaction – клиентска удовлетвореност

Word of mouth recommendations- препоръки от уста на уста

Meet customer expectations- да оправдая очакванията на клиента

Exceed customer expectations – да надхвърля очакванията на клиента

To accomplish my goals – да постигна целите си

We must value feedback – трябва да целим обратната връзка

Assure- уверявам

Rectify – коригирам, поправям грешката си

To go the extra mile – да извърша повече от колкото се очаква от мен

Ex.1 Complete the gaps

feedback

reliable

recommend

satisfaction

The employee manual states that customer 1 is very important. This is because it gets a lot of business from customers who 2 the company to their friends. In order to keep customers happy, the company pays attention to their 3 . It also encourages workers to be helpful and 4 .

Ex 2 Listen and choose

1 What is the main idea of the conversation?

- A. the man's performance at work
- B. negative feedback about the hotel
- C. steps to increase customer loyalty
- D. additions to the man's responsibilities

2 What can you infer about the man?

- A. He has asked for raises in the past.
- B. He is remembered by hotel guests.
- C. He accidentally offended a customer.
- D. He will be promoted to manager.