5 'When I arrived at your hotel, I was totally ignored by both the bellhop and the receptionist.' ☐
6 'The clerk was really rude and pretended not to see me.' ☐
7 'The waiter was well informed about the the menu and was prompt in bringing my food.' ☐
8 'Your service was more than I asked for. That really made me feel special.' ☐

8 Complete the table with opposites from exercise 7.

positive	negative
to be attentive [1]	to ignore somebody
to take the time	[2]
polite	[3]
[4]	uninformed
[5]	too slow
patient	[6]
[7]	unhelpful
[8]	ordinary

Now use words from the table to complete these sentences from a customer care handbook. Sometimes more than one answer is possible. Compare with a partner.

a Customers always expect you to be _____.
b If you are _____ to customers, they will not do business with you again.
c Being _____ always makes a bad impression on customers or guests.
d You should be _____ about the services or products you provide.
e A call centre agent should never be _____ on the phone and should always be _____.

9 Tell your partner about one positive and one negative customer care situation you have recently experienced. Make a list of suggestions to improve negative service. Use phrases from the Language Box below in your discussion.

USEFUL LANGUAGE

Making suggestions	Responding to suggestions
Why don't you ...?	That's right./I agree.
Don't/Wouldn't you agree that ...?	I see your point.
Isn't it a better idea to ...?	I disagree because ...
It makes a good/bad impression if they/you ...	I don't agree. I would ...

LIVEWORKSHEETS