

**Activity 1: Match these adjectives to definitions 1-10.**



attentive	loyal	discourteous
dissatisfied	existing	responsive
high-quality	efficient	repeat
sub-standard		



1. a \_\_\_\_\_ customer is someone who uses your service again and again
2. a \_\_\_\_\_ goods are goods which do not meet levels of quality
3. a \_\_\_\_\_ sales assistant wouldn't be very polite to customers
4. \_\_\_\_\_ customers will complain to all their friends about bad service
5. \_\_\_\_\_ customer will buy only from you and not your competitors
6. \_\_\_\_\_ customer service is of a very good standard
7. a company is \_\_\_\_\_ when it acts quickly and in a helpful way when a customer has a problem with its service
8. your \_\_\_\_\_ customers are the ones who currently use your service
9. if a delivery service is \_\_\_\_\_, you know things will be delivered on time
10. sales assistants who are \_\_\_\_\_ are always on hand to meet your needs

