



## LISTENING SCRIPT

### Exercise 2.

#### Giles Watson:

1 Good morning everyone, and welcome. My name is Giles Watson, and it's great that so many people have signed up for training. I look forward to spending the next few days with you. The overall theme of our session this morning is customer satisfaction: how to make sure our customers are happy and keep on coming back to us!

2 Now that we've covered the basics, it's time to turn to probably the most important aspect of keeping our customers satisfied: making them feel valued. Customers should never feel as if they are just another person to approach your business, and they should definitely **not** be the ones trying hardest to get what they want. Getting them what they want is **your** role.

3 According to some research we've done, one of the main reasons that customers feel unhappy, and take their business elsewhere is because of rude, or uninterested staff. In tomorrow's session, I'd like to give you some tips for how to encourage your staff to always be as professional and enthusiastic as possible.

4 Customers appreciate personal service, where possible. They don't like being treated like just one of many hundreds of other customers. Yet, this is perhaps the main challenge of customer satisfaction – making sure each customer gets some kind of individual attention.

5 The final, crucial, thing I would like to remind you of is that the customer is always right. Now, of course, you might not really think this is true, but you must act as if it is. Needless to say, there have been many occasions when I've had to deal with a difficult customer: rude, problematic, and not especially easy to communicate with – but I have always had to behave professionally, and put them and their needs before my own.

### Exercise 3. & 4

**Presenter:** You will hear a woman called Anne Smith talking to a small group of people who are starting their first day of work at a travel agency.

**Anne Smith:** OK everyone, let's get this meeting started. My name's Anne Smith, and for all of you, this is your first day at Star Travel Agency. It's great to have you here. Um, the person who I think did your job interviews was Melissa Bennett. She's our Branch Manager, and you'll see her around, but she mainly deals with the large tour groups. I deal with smaller groups, or families or independent travellers. And that's what you'll be doing too. So my main responsibility is to look after and train new employees like yourself, anyone who hasn't yet had much experience of working in a travel agency, and help you work with those kinds of customers.

Working for Star Travel Agency is something I hope you'll really enjoy. The salary isn't bad, compared to other travel agencies, that is. But what I like most is the fact that everyone who works here is always very kind and very happy to help. You'll be working with a great group of colleagues. And later on, when you've had a bit more experience, you may have the chance to go abroad and visit some of the destinations we send our customers to.

After our morning coffee break, you'll be given some training that I hope you'll find useful. Um, for training in how to use the *software*, we're going to get you working one on one with an experienced member of staff – and that person will show you how to use it properly. It takes a while to get used to – so ask lots of questions if you need to. And that person will also show you how to answer calls

when customers ring up and want you to organise a holiday or flight for them. But after that, you'll all come together as a group again, and it'll be me who explains how to make *suggestions* to your customers when they know they *want* a holiday, but they just aren't sure where to go. Or perhaps they have a general idea, but they want you to come up with some specific advice.

There are lots of skills you need for this job. Paying close attention to what your customers are saying is probably the main one. It might sound obvious, but if they're telling you that they want a quiet, restful experience, then there's no point sending them to a noisy tourist resort. They won't be happy, and then the company will have to deal with a complaint. Then it's also necessary that you can express yourself clearly to some of our foreign customers. Don't rush the booking, and take time to explain things carefully.

So, let me mention a few other people that work here, and who you'll probably meet. So, for example, the person who's responsible for making sure you get paid on time, and that it's the correct amount, that's Andrew Brown. So any problem, go and see him. Julia Summers does help him out from time to time, but she mainly deals with company accounts, and our financial planning for the year. I think the company website still says that Joe Ramsay is the person responsible for salary payments, but he actually left the company a couple of months ago. We must update those details, sorry. Now ...

### **Exercise 7.**

OK, so what will a typical day be like for you? Let's start with when you first arrive at work – I mean, before the agency opens in the morning. You'll need to answer emails before you do anything else. And that can sometimes take up to half an hour. So you start work at 8.30, and we open the doors to customers at 9 a.m.

Of course, some times of the year are busier than others. If you've worked in Europe, you'll know that the peak season is August. But for us, it's more like January. We probably get the least number of customers around December, as that's when it costs most to fly.

Now of course some destinations are more popular than others. You'll find a lot of customers coming in who want you to find them a cheap flight and a holiday deal in Taveuni, one of the islands of Fiji. I'll just spell that for you – it's T – A – V – E – U – N – I. If you haven't heard of it, it's very beautiful and people like going there for the diving and the snorkelling.

So when you're organising a booking, and it doesn't matter whether the customer is sitting in front of you, or whether it's on the phone, you can't confirm the booking until you've had a look at a passport. The customer must either bring one into the agency, or scan and email one. And that's before you take any credit card details. And although there's no obligation for the customer to buy insurance, obviously that's something we recommend.

What should you do if you have a problem with the computer? Well, first of all, don't panic. It happens to everyone. We have an IT specialist who comes and deals with all our software problems, and her name is Ofelya. That's spelt O – F – E – L – Y – A. She's been working with us for the last few years.