Customer collocations (Zoom whiteboard) +learningapps (collocations)

Starting point

1 Who are your main customers?

2 How does your company keep its customers happy?

3 What percentage of your company's business is online?

Who does your company sell products or provide services to?

Which departments and employees in your company need your services or products to do their job?



Brainstorming: *Do you agree or disagree with these quotations?*

- "We don't want to push our ideas on to customers, we simply want to make what they want." *Laura Ashley*
- "A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well." *Jeff Bezos*
- "Customer service shouldn't just be a department, it should be the entire company." *Tony Hsieh*
- "Instead of focusing on the competition, focus on the customer." *Scott Cook*

Why is customer service important to a company? Give reasons.

Tell a story from your own experience about an example of particularly good or particularly bad customer service. What are the lessons?

1 Think about your experiences of good and bad customer service. Complete the sentences. Then compare with a partner.

1 Every time I buy …
2 When I eat at …
3 If I travel by …
4 I really like it when …
5 I really don't like it if …
6 The reasons for bad service are …
7 When the service is very good, I feel …



LIVEWORKSHEETS

Working with words | Customer service

1 Read this quote. How true is it for your type of business?

'If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000.'

Jeff Bezos, founder of Amazon

2 Read about the company, Zappos. What is the best title for this article?

a Training staff to care
b Delivering happiness
c The customer is always right

ZAPPOS:

For many companies, having a call centre means two things: firstly, that you have unhappy customers and secondly, that you have the costs of paying staff to deal with customer complaints.

However, Zappos, the online shoes and clothing retailer, has a positive view of its call centre and uses it to build customer loyalty. Its team answer around 5,000 calls per day and 1,200 emails per week about its products. New staff receive four weeks' training in how to make customers happy and Zappos staff will do anything to go beyond basic customer expectations.

- One customer was staying at a hotel in Las Vegas. She wanted a pair of shoes but they weren't in stock. So, a Zappos customer service rep found the required shoes in a local shop and hand-delivered them to the woman's hotel room.
- The best man at a wedding arrived with no shoes. The company delivered in time for the wedding – for free.
- One member of the customer service team has the world record for the longest customer care phone call ever: it lasted ten hours and 29 minutes.

Clearly, with 75% repeat orders, customer satisfaction at Zappos is very high.



LIVEWORKSHEETS

3 Read the article again. What do these numbers refer to?

5,000 *1,200* *4* *10'29"* *75*

4 What do you think of the Zappos call centre? Underline the correct words in *italics* and complete the sentences. Then read out and compare your answers.

I *think / don't think* it's a good idea because …

It *could / couldn't* work in my company because …

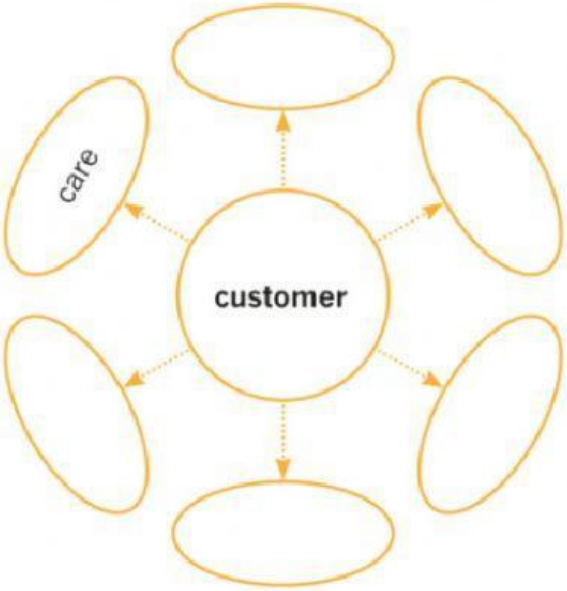
5 Complete this table with the word forms in the article in **2**.

Verb	Adjective	Noun
1 to care	caring	*care*
2	loyal	_____
3 to expect	expected	_____
4 to require	_____	requirements
5 to serve		_____
6 to satisfy	satisfied	_____
7 to produce	productive	_____
8 _____		delivery

6 Complete this text with the correct form of the words from the table in **5**. More than one word is correct for some answers.

Customers always [1]_____ an online company to [2]_____ their order on time and in good condition. They are [3]_____ if their [4]_____ are met. However, if there is a problem, it is the role of the customer [5]_____ department to solve it quickly and efficiently. As a result, if the customer feels that the company really [6]_____ about them, they become [7]_____ to the brand.

7 Look at the Zappos text in **2** again. Find different word combinations with the word 'customer' and add them to the mind map below.



8 Complete these questions with an appropriate 'customer' collocation from **7**.

1 How important is customer _____ in your company?
2 How does your company build customer _____?
3 How does your company deal with customer _____?
4 Do you think it's ever possible to guarantee customer _____?

LIVEWORKSHEETS

Watch the video 'Five Customer Service Lessons From Zappos.com'

Make 10 rules and guidelines for successful customer service in your company. Use the words from the table in 5.

Example: Don't meet your customer's expectations. Go beyond them.

Brainstorm ideas from customer service under the headings: 'Little Things That make a big difference' and 'Don't forget your existing customers'.

https://www.macmillandictionary.com/collocations/british/customer
https://dictionary.cambridge.org/collocation/english/customer

Which of the following adjectives describe good customer service, and which describe bad customer service? Put 'G' (good) or 'B' (bad) next to each word.

businesslike	child-friendly	cold	efficient	honest
impersonal	indifferent	inefficient	laid-back	personal
smooth	transactional	unobtrusive	unprofessional	warm

Choose two adjectives which describe a service that is:

1. relaxed and doesn't interfere with the customer: _____ and _____ .
2. very professional and fast: _____ and _____ .
3. not interested in the customer as an individual: _____ and _____ .
4. interested in the customer as an individual: _____ and _____ .

Can you think of any other adjectives that describe good/bad customer service?

LIVEWORKSHEETS