

# CHT04

NAME:.....



# HACKERS TEST

## SECTION 4    Questions 1-10    CH4\_HT1-10.mp3

### Questions 1-4

*Complete the sentences below.*

*Write **ONE WORD ONLY** for each answer.*

- 1    The company from the case study produced smartphones with irresponsive .....  
.....
- 2    The company promised complimentary upgrades to the .....  
model the year after the defective line was launched.
- 3    A product problem can be an ..... to reinforce  
customer ties to a company.
- 4    Showing ..... for consumer is a vital technique for customer  
service professionals.

## Questions 5-10

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

### SERVICE RECOVERY PARADOX

#### Perceived value of service recovery

- Customer needs are **5** ..... to each individual's wants.
- Some of the case study company's customers viewed the upgrade as sufficient; others did not.

#### Customer dissatisfaction

- Every business works to reduce the number of unsatisfied customers.
- Customer dissatisfaction is always subjective, and there is no definitive **6** ..... to this issue.
- The company had **7** ..... from consumers following the service recovery, revealing its capacity to keep customer dissatisfaction levels low.

#### Customer trust

- A strong asset for a company is **8** .....

#### Changing behaviour

- Customers may switch to **9** ..... firms when service has failed.

#### Exceptions to the service recovery paradox

- The service recovery paradox is not **10** ..... in all situations.
- It does not work when poor-quality products come out frequently.

CH 04

Sentence/Summary/Flow-chart/Diagram Completion HACKERS IELTS LISTENING

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