

Lisa Ekstrom: How I Stole Great Customer Service with Pride

URL: <https://www.youtube.com/watch?v=9pgMpD3BROE>

Warmer:

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*

Watch:

I. Watch the video and answer these questions.

1. What is her motto in dealing with the business environment?
2. What two things are well-known about Customer Relations Department?
3. How did they change their way of working as she became the director of CR department in Scandinavian Airlines?
4. What culture is necessary to create in order to succeed with introducing new ideas?
5. Where did she steal (*komoi*) that example of a great customer service?

II. Match the words and phrases to their meanings.

1	A dead-end job	a	to be put somewhere in a careless untidy way
2	Step out of	b	any procedure or action that solves a problem, simplifies a task, reduces frustration, etc, in one's everyday life
3	A lifehack	c	to reverse the direction or course of something;
4	Be dumped	d	a job with low wages and no chance of progress
5	Snitch	e	to walk out of some place in order to enter a different environment.
6	Turn around	f	1. informer, 2. steal, thieve, borrow
7	Fall flat	g	to encourage, support, or cheer for someone or something; to wish the best for someone or something in an endeavor or activity.
8	Root for sb/sth	h	to fail or be ineffective.

III. Complete these extracts.

1. Denmark survey said: "If you are an _____ you will tell on average ___ other people about your ___ experience, but if you are a happy and _____ one you will tell less than ____".
2. Lisa Ekstrom states: "You have to create a _____ where you are ___ enough to stick out ____ and do something you haven't done before".
3. In customer service, you do not need to ____ the wheel – just ____ around to see what works for others and make it _____ for you.

What next: Make a 2-minute pitch on the theme: *My recipe of ideal customer relations*