

Pearson: Upper-Intermediate Book

Listening: Alastair Dryburgh Interview: D

Listen and complete the sentences. Look at the number of words in parentheses.

Do you think that in general companies are now communicating better? (3)

In general, I would say no, and I think there are, there are examples of excellent communication and there are examples of (2) If you think about two examples, perhaps, of companies who've used technology (4) they communicate with customers, one is absolutely fantastic, the other is completely abysmal, awful.

..... (3) I would say is Amazon. The thing about Amazon —you always know where you are. You order something, (4). As soon as it's been sent you get another confirmation. So you always feel exactly... you know exactly (3). You know exactly what's happening, when your thing's going to turn up —which anyone could do, but most people don't.

..... (3) about Amazon is they are, in a sense, listening to you because they're looking at the things you've bought in the past and suggesting —well, (3) there are other things you might like. I think that's very effective communication. It certainly resulted in me buying quite a lot more books than I otherwise would.

Or things like, you know, people who bought, other people who bought this also buy that. What do you think of that? That's, that's really good because again (5) of having you on this wonderful technological platform where they don't just know about what you buy, they know everything you've ever..... (2) —to tell you useful things. I think it's great because if I want a book on (3), it will suggest books I've never heard of. And I'll buy them, so it's, it's good for them as well. So that (3)