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MODULE: Desarrollo de Procesos de Comunicación en inglés a Nivel Intermedio

LEARNING UNIT # 2 Customer Service

VOCABULARY SECTION

Oral Activity: Drag and drop the words with their corresponding definitions. If you do not know the answer, look for some information about it.

To appreciate | An extension | Cash flow

Payment terms | A regulation | An invoice

Delivery confirmation | An exception



- proof that a delivery has been made_____
- a document which shows how much a customer has to pay, for what and by when_____
- the conditions of when a customer should make payment_____
- when more time is allowed for something_____
- the timing and amount of money coming in and going out of a company_____
- an official or organisational rule_____
- when something doesn't follow the usual rule_____
- to show someone you are grateful for something they have done_____

LIVEWORKSHEETS

Instructions: Listen to the audio and then choose true or false based on what you hear.

Listening B1: A phone call from a customer – 1

Discussion: Do you ever do favors or make exceptions for important clients?

1. The delivery hasn't arrived yet.

True

False



2. Andrea is having cash flow issues and needs a payment extension.

True

False

3. Andrea usually asks for an extension of the payment terms.

True

False

4. Andrea has a new order to place, even bigger than the last one.

True

False

5. Junko can extend the payment terms on the last order to 60 days.

True

False

6. Junko will send Andrea an email confirmation.

True

False



LISTENING SKILLS
by teacher Marlon

LIVEWORKSHEETS

Instructions: Listen to the audio again and then practice it with a classmate.



Junko: Hello, Junko Mori speaking. How can I help you?

Andrea: Hi, Junko, it's Andrea here from Red Band. I'm calling about our latest order.

Junko: Everything arrived OK, right? We got the delivery confirmation at our end.

Andrea: Yes, everything's fine with the order. I'm calling about the invoice and the payment terms. I need a favour.

Junko: A favor? What do you need?

Andrea: This is a little, er ... difficult, but I need an extension on the payment terms. I know they're usually 30 days, but we're having some cash flow problems. You'd really be helping us out if you could extend it to 60 days.

Junko: I'm not sure if I can do that, Andrea. We've got regulations at our end, and also have to manage our own cash flow.

Andrea: I promise this won't become the norm, Junko. Actually, I also want to place another new order. The same size order as last time. It's for an important customer and they pay on delivery.

Junko: I see. So your cash flow problem will be solved after this new order is delivered.

Andrea: Exactly.

Junko: That sounds good. Hold on, Andrea. Let me see what I can do. Yes, I think we can make an exception this time.

Andrea: That's great, Junko. I appreciate your help.

Junko: And we appreciate your business, Andrea. It works both ways.

Andrea: Thanks again, Junko. Can you send me a quick email confirmation of the payment terms extension?

Junko: Sure, no problem. We're happy to help you.

Andrea: Great. And I'll email you the new order.

Junko: Thanks. I'll keep an eye out for it. Talk to you soon.

Andrea: You too. Goodbye.



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DEALING WITH CUSTOMER COMPLAINTS

Warm-up

- Talk about a recent experience where you handled a complaint, focusing on how you reacted to your complaint.
- Talk about a recent experience where you made a complaint, focusing on how the business reacted to your complaint.
- Look at the following chart and share your opinion.



Source: https://www.superoffice.com/blog/customer-complaints-good-for-business/

Your customer is angry

A customer complaint means something isn't connecting between the customer's expectations and what your business has delivered. But how do you know what that disconnect is, and how can you solve it?

LIVEWORKSHEETS



Instructions: This video provides useful strategies to deal with angry customers. Pay attention to it, take notes and share them with your classmates.

https://www.youtube.com/watch?v=ybCxN86n61k



LIVEWORKSHEETS

Six Steps to Dealing with Customer Complaints



At some point, everyone in business must deal with an upset customer. The challenge is to handle the situation in a way that leaves the customer thinking you operate a great company. Research suggests that up to 80 percent of customers who leave were, in fact, "satisfied" with the original company. Obviously, customer satisfaction is not enough. Businesses nowadays need to positively delight customers if they want to earn their loyalty.

Here are some customer-oriented tips



1. Listen carefully to what the customer has to say and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset.

Rules for active listening:

1. **Legitimize the other person's feelings**— This is as simple as saying something along the lines of, *"that must have been frustrating for you."*
2. **Use minimal encouragers**— ***"I see", "I understand ",*** and ***"I hear you"*** are all small phrases that show you are engaged with a customer's issue when he becomes long-winded.
3.

2. **Ask questions in a caring and concerned manner.**
   The more information you can get from the customer, the better you will understand his or her perspective. I've learned it's easier to ask questions than to jump to conclusions.

3. **Put yourself in their shoes.**
   As a business owner, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.

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Here are some phrases that express empathy:



"It must have been very frustrating for you have waited five days for your order and for that I am sorry."

"If I were you, I'm sure I'd feel just as you do."

"I realize the wait you encountered was an inconvenience."

"That must have been very frustrating for you."

4. **Apologize without blaming.**

When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."

- ✓ *"I'm sorry for any frustration you may have experienced."*
- ✓ *"I'm sorry for any inconvenience this misunderstanding may have caused you."*
- ✓ *"I'm sorry this happened to you."*

5. **Ask the customer, "What would be an acceptable solution to you?"** Whether or not the customer knows what a good solution would be, it is recommended proposing one or more solutions to alleviate his or her pain.

6. Solve the problem or find someone who can solve it— quickly! Research indicates that customers prefer the person they are speaking with to instantly solve their problem. When complaints are moved up the chain of command, they become more expensive to handle and only add to the customer's frustration.

- "As a solution,
- "May I suggest that…?"
- "What I'll do right now is…"
- "I will action this for you right away…"
- "Let me see how I can fix this, Mrs Brown…"



LIVEWORKSHEETS



Instructions: These videos provide useful strategies to deal with angry customers. Pay attention to them, take notes and share them with your classmates.

https://www.youtube.com/watch?v=0k1Nj8cRlzk&t=16s

https://www.youtube.com/watch?v=WphlXqTp_es&t=7s



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Additional Phrases and Expressions used to respond to complaints:



- "Thank you so much for letting us know about this, Sir/Madam…"
- "I'm so sorry to hear about this, Mrs. Brown…"
- "I completely understand how you feel, Sir/Madam…"
- "Thank you so much for your patience/understanding, Mrs. Brown…"
- **"*Wow, I'm really sorry*"**
- "I'm so sorry that you feel this way, Mrs. Brown…"
- "We really do appreciate this feedback, Mrs. Brown…"
- "I do understand the inconvenience you've faced, Sir/Madam…"
- "I recommend that you (insert action here), Sir/Madam, so that I can take further action without delay."
- "I am more than happy to help you, Mrs. Brown…":
- "I truly understand your concern, Sir/Madam, but unfortunately we cannot tolerate the kind of language you are using right now…"



- "I'm going to do my very best to help you, Mrs. Brown…"
- "You seem very upset, Mrs. Brown. Would you prefer to continue this conversation through email or post?"
- "I'm sorry you're so upset, Sir/Madam. Would you like for us to call you back when you feel a little calmer?"
- "I apologize, Mrs. Brown, but if you continue to use this language, I will be forced to end this call."

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