



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

Đáp án • Script • Phân tích • Giải thích trang 242