



PROCESO DE GESTIÓN DE FORMACIÓN PROFESIONAL INTEGRAL

FORMATO GUÍA DE APRENDIZAJE

1. IDENTIFICACIÓN DE LA GUÍA DE APRENDIZAJE

- **Denominación del Programa de Formación:** TL en Servicios Comerciales y Financieros.
- **Código del Programa de Formación:** 133303 v.1
- **Nombre del Proyecto** Gestión en la relación con el cliente apoyado de herramientas digitales, como estrategia para consolidar la lealtad en las entidades financieras.
- **Fase del Proyecto:** Análisis del contexto y entorno financiero, identificando necesidades del cliente y de información reduciendo riesgos asociados, bajo principios éticos
- **Actividad de Proyecto:** Establecer las necesidades, productos, servicios e información para atención al cliente.
- **Competencia:** 240202501- Interactuar en lengua inglesa de forma oral y escrita dentro de contextos sociales y laborales según los criterios establecidos por el Marco Común Europeo de Referencia para las Lenguas.
- **Resultados de Aprendizaje Alcanzar: RAP 2:** Describir a nivel básico, de forma oral y escrita en inglés personas, situaciones y lugares de acuerdo con sus costumbres y experiencias de vida
- **Duración de la Guía: 24 horas:** Trabajo directo: 19 horas Trabajo autónomo: 5 horas

2. PRESENTACIÓN

This guide attempts to help you understand some concepts related to customer service, financial customer and financial consumer protection principles, rights, and responsibilities. **Objective:** From the development of these activities, you will be able to describe and associate customer service, financial customer, and financial consumer protection principles.



3. FORMULACIÓN DE LAS ACTIVIDADES DE APRENDIZAJE

BASIC CUSTOMER SERVICE CONCEPTS

Work in groups and discuss the following questions.

- ¹What is customer service?
- Mention some examples of customer service from our context
- Who is a financial customer? Are you a financial customer?
- Describe the following picture. What can you say about it?¹



Skills practice: do the following activities to practice the learnt vocabulary and English structures

3.1. Listening practice: video about customer service: 'why customer service matters'

Before watching the video, look up the definition of the vocabulary below.

Competitive, advantage, receive, consumer, price, location, product, key, behavior, available, agent, impersonal, unavailability, complaint, value, bust, make a complaint, rise, outlets, post,

Now watch the video at <https://www.youtube.com/watch?v=nxtaMdu55Ug> make notes and complete the activities below.

a. Mention the traditional advantages of customer of business

b. Match the corresponding statistic about the customer service experience:

57% -	Speak to multiple agents
56% -	Response is still too slow
42% -	Impersonal service
34% -	Lack of information about the product
24% -	Online unavailability
16% -	Company not available when needed

c. What is the consequence of bad customer service?

d. What is the impact of social media on customer service?

¹ Image retrieved from <https://www.finra.org/investors/insights/credit-cards-and-investing> used by SENA for academic purposes exclusively



Watch the video again, check your notes, and mark the statements below as true (T) or false (F).

- a. Customer service is not important to clients when deciding to do business (___)
- b. There is little customers experience rate for poor or bad customer service (___)
- c. It is important to avoid behaviors that may get our costumers angry (___)
- d. Impersonal service builds a negative customer experience (___)
- e. About 38 million customers made a complain last year (___)
- f. Social media does not influence the concept customers have about a company's service (___)
- g. Loyal customers usually spread and recommend companies for their good service (___)

Note the actions that customers value most about customer service and provide an example from your context

3.2. Reading practice: article about financial customer protection, rights, and responsibilities

Based on your previous knowledge about financial services and customer or client services, answer the following questions:

- What is a customer protection law?
- Is there a law to protect customers in Colombia? Describe it.
- What do you think are customers rights and Responsibilities?
- Share your answers with your classmates and compare your experiences.