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WARM UP!

WATCH VIDEO

Instructions:

DISCUSS THE FOLLOWING QUESTIONS WITH YOUR CLASSMATES.

- ✓ Do you enjoy shopping online? Why or why not?
- ✓ What was the last product you bought online?
- ✓ What are the biggest advantages of shopping online?
- ✓ Have you ever had a problem with an online order? What happened?
- ✓ What do you usually look at before buying a product online (price, reviews, photos, etc.)?
- ✓ Which payment method do you prefer for online shopping? Why?
- ✓ What makes an online store safe and trustworthy?
- ✓ Do you think online shopping will become more popular in the future? Why or why not?

LIVEWORKSHEETS

TOP 20

MOST RECOGNIZABLE E-COMMERCE WEBSITES

These are probably the most recognizable worldwide!

1. **amazon**
   Everything from A to Z. The world's largest online marketplace.
   United States
2. **ebay**
   Buy and sell almost anything. Great for auctions and deals.
   United States
3. **Alibaba**
   Global wholesale marketplace for businesses.
   China
4. **AliExpress**
   Part of Alibaba Group. Millions of products at competitive prices.
   China
5. **TEMU**
   Affordable shopping platform with a wide range of products.
   International
6. **Etsy**
   Handmade, vintage, and unique items from independent sellers.
   United States
7. **Walmart**
   Wide selection of products at low prices. Big savings every day.
   United States
8. **target**
   Shop online for everyday essentials, fashion, and more.
   United States
9. **BEST BUY**
   Electronics, gadgets, appliances, and tech support.
   United States
10. **mercado libre**
    The leading e-commerce platform in Latin America.
    Latin America
11. **SHEIN**
    Trendy fashion at affordable prices. Popular worldwide.
    International
12. **Rakuten**
    Shop and earn points across a wide range of products.
    Japan
13. **zalando**
    Fashion, shoes, and lifestyle products online.
    Europe
14. **Shopee**
    Top online shopping platform in Southeast Asia.
    Singapore
15. **Lazada**
    Easy shopping experience with great deals every day.
    Southeast Asia
16. **Flipkart**
    India's leading e-commerce marketplace.
    India
17. **JD.com**
    Electronics, appliances, fashion, and more. Fast and reliable.
    China
18. **coupang**
    Fast delivery and excellent customer service.
    South Korea
19. **asos**
    Fashion and beauty for men and women. Global brand.
    United Kingdom
20. **TikTok Shop**
    Shop directly from videos and live streams.
    International

Shop Securely Your safety is our priority.

Multiple Payment Options Safe and easy checkout.

Fast Delivery Get your orders delivered quickly.

Great Customer Service We're here to help!

SHOP SMART. SHOP ONLINE. ENJOY THE WORLD OF E-COMMERCE!

LIVEWORKSHEETS

E-COMMERCE VOCABULARY

Essential words and expressions for online shopping and e-commerce.

	WORD / EXPRESSION	MEANING (SIMPLE ENGLISH)	EXAMPLE SENTENCE
1	Browse	To look at products without buying them immediately.	Customers can **browse** the website before making a purchase.
2	Merchant	A person or company that sells products online.	The **merchant** answered all my questions quickly.
3	Retailer	A business that sells products directly to customers.	The **retailer** offers free shipping on large orders.
4	Marketplace	A website where many different sellers offer products.	Many small businesses sell on online **marketplaces**.
5	Purchase	The act of buying something.	Thank you for your **purchase**.
6	Transaction	The process of buying or selling something.	The **transaction** was completed successfully.
7	Invoice	A document that shows what you bought and how much you paid.	The **invoice** was sent to your email.
8	Receipt	Proof that you paid for something.	Please keep your **receipt** for future reference.
9	Confirmation email	An email that confirms your order or payment.	I received a **confirmation email** after checking out.
10	Estimated delivery	The expected date your package will arrive.	The **estimated delivery** date is next Monday.
11	Fulfillment	The process of preparing and sending an order.	The **fulfillment** process usually takes one business day.
12	Warehouse	A large building where products are stored.	The item was shipped from our **warehouse**.
13	Availability	Whether a product is available to buy.	Please check the product's **availability** online.
14	Replacement	A new item sent instead of a damaged or incorrect one.	The company offered a **replacement** at no extra cost.
15	Warranty	A promise to repair or replace a product if it has problems.	This laptop comes with a two-year **warranty**.
16	Policy	A company's official rules.	Please read our **return policy** carefully.
17	Secure payment	A payment method that protects customer information.	Our website uses **secure payment** methods.
18	Account	Your personal profile on a website or app.	Log in to your **account** to see your orders.
19	Password	A secret word used to access an account.	Choose a strong **password** to protect your account.
20	Website	A collection of web pages on the internet.	The **website** is easy to navigate.
21	Review	A customer's opinion about a product or service.	Positive **reviews** help attract new customers.
22	Rating	A score customers give to a product or service.	This product has an excellent **rating**.
23	Feedback	Comments or suggestions from customers.	Your **feedback** helps us improve our service.
24	Subscription	An agreement to receive a service or product regularly.	I have a monthly **subscription** for coffee deliveries.
25	Promotion	A special offer to encourage customers to buy.	The **promotion** ends this weekend.
26	Out of stock	Not available to buy.	Sorry, this item is currently out of stock.

SHOP SMART. SHOP ONLINE. | Secure Payments | Fast Delivery | Service | HAPPY SHOPPING!

LIVEWORKSHEETS

USEFUL E-COMMERCE CUSTOMER SERVICE PHRASES

Helpful phrases for e-commerce customer support to assist, inform, and delight your customers.

Build Trust
Good communication builds customer trust.

Solve Issues
Quick solutions create happy customers.

Keep Customers Informed
Clear updates improve the customer experience.

Encourage Loyalty
Great service brings customers back.

	PHRASE	WHEN TO USE IT	EXAMPLE
1.	How can I help you with your order today?	Greeting a customer.	How can I help you with your order today?
2.	Your order has been confirmed.	Confirming a purchase.	Your order has been confirmed, and you'll receive an email shortly.
3.	Your package is on the way.	Giving shipping updates.	Good news! Your package is on the way.
4.	You can track your order using this tracking number.	Helping customers locate a package.	You can track your order using this tracking number.
5.	I'm sorry for the inconvenience.	Apologizing for a problem.	I'm sorry for the inconvenience caused by the delay.
6.	We can offer you a replacement or a refund.	Solving product issues.	Since the item arrived damaged, we can offer you a replacement or a refund.
7.	This item is currently out of stock.	Informing about product availability.	I'm afraid this item is currently out of stock.
8.	Please allow 3–5 business days for delivery.	Explaining delivery times.	Please allow 3–5 business days for delivery.
9.	Thank you for shopping with us.	Closing a conversation politely.	Thank you for shopping with us. Have a wonderful day!
10.	Is there anything else I can help you with today?	Offering additional assistance before ending the conversation.	Is there anything else I can help you with today?
11.	Your payment has been processed successfully.	Confirming payment.	Your payment has been processed successfully.
12.	I've sent a confirmation email to your inbox.	Informing the customer about an email.	I've sent a confirmation email to your inbox. Please check it.
13.	Let me check that for you.	Responding before looking up information.	Let me check that for you. It will only take a moment.
14.	Thank you for your patience.	Thanking a customer for waiting.	Thank you for your patience while I reviewed your order.
15.	We appreciate your business.	Showing gratitude to customers.	We appreciate your business and hope to serve you again.
16.	Please don't hesitate to contact us if you need further assistance.	Ending a conversation professionally.	Please don't hesitate to contact us if you need further assistance.
17.	I'll be happy to assist you.	Offering help in a friendly way.	I'll be happy to assist you with your return.
18.	Could you please confirm your order number?	Requesting information politely.	Could you please confirm your order number so I can help you?
19.	We're working to resolve the issue as quickly as possible.	Explaining that the problem is being handled.	We're working to resolve the issue as quickly as possible.
20.	Have a great day, and we hope to see you again soon!	Giving a warm farewell.	Have a great day, and we hope to see you again soon!

GREAT SERVICE. HAPPY CUSTOMERS.

Secure Payments | Fast Delivery | Friendly Support | THANK YOU FOR CHOOSING US!

LIVEWORKSHEETS

E-COMMERCE MEETING

LISTENING EXERCISE

Listen to your boss talking to the team about improving our e-commerce business and answer the questions.

Choose the best answer (A, B, C, or D).

OUR GOAL:

HAPPY CUSTOMERS, STRONGER BUSINESS!

- EASY TO USE WEBSITE
- MORE PAYMENT OPTIONS
- FASTER AND RELIABLE DELIVERY
- GREAT CUSTOMER SERVICE

		A	B	C	D	
1	What is the first improvement the boss wants to make?	Lower the prices.	Update the website design.	Hire more people.	Open a new store.	
2	What will the company offer to customers?	Only cash payments.	More payment options.	One payment method.	No payment options.	
3	What will the company do about delivery?	Stop international shipping.	Work with new shipping partners.	Deliver only on weekends.	Increase delivery costs.	
4	How will customers receive updates about their orders?	By mail.	By email and SMS.	Only by phone calls.	On social media only.	
5	What will the company do to improve customer service?	Close the call center.	Train the team to reply quickly.	Use robots to answer.	Reply only during office hours.	

LIVEWORKSHEETS

E-COMMERCE CHAT

LISTENING EXERCISE

Listen to two friends talking about their online shopping experiences. Then answer the questions.

Choose the best answer (A, B, C, or D).

TODAY'S TOPICS

- ONLINE SHOPPING
- EASY PAYMENT OPTIONS
- FAST DELIVERY
- HELPFUL CUSTOMER SERVICE

		A	B	C	D	
1	What did David buy online?	A pair of shoes.	A backpack.	A laptop.	A watch.	
2	How did David pay for his order?	With cash.	With a debit card.	With a credit card.	With a gift card.	
3	How did David know where his package was?	He checked the store in person.	He called the company.	He received updates by email and text.	He used a mobile app.	
4	What did David say about the customer service?	It was very slow.	It answered by live chat.	It only works on weekends.	It was not helpful.	
5	What advice does David give Emma?	Buy the most expensive product.	Order only during sales.	Read the product reviews before buying.	Choose the fastest delivery every time.	

LISTENING TIPS

- Listen for key words.
- Pay attention to details.
- Eliminate incorrect answers.
- Listen until the conversation ends.

FOCUS ON

- Main idea
- Specific details
- Opinions
- Suggestions

TEACHER MARLON

LIVEWORKSHEETS

E-COMMERCE DISCUSSION QUESTIONS

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LET'S TALK ABOUT ONLINE SHOPPING!

Discuss the questions with your partner or group.
Share your ideas and opinions.
Try to give reasons and examples.

1. How often do you shop online? What kinds of products do you usually buy?
2. What are the advantages of shopping online?
3. What are the disadvantages of shopping online?
4. Do you prefer local online stores or international ones? Why?
5. How important is fast delivery for you when you shop online?
6. What payment methods do you use when shopping online? Why?
7. How do you decide if an online store is trustworthy?
8. What role do product reviews and ratings play in your purchasing decisions?
9. Have you ever had a bad experience with an online purchase? What happened?
10. What should online stores do to provide better customer service?
11. Do you think mobile shopping (using phones) is better than using a computer? Why or why not?
12. What is the return policy, and why is it important for customers?
13. How has e-commerce changed the way people live and shop?
14. Do you think small businesses benefit from selling online? How?
15. What do you think the future of e-commerce will look like?

EXPRESS YOUR IDEAS!

- Give reasons.
- Give examples.
- Listen to others.
- Respect different opinions.

USEFUL PHRASES

- In my opinion, ...
- I think that ...
- For example, ...
- That's a good point, but ...

TEACHER MARLON

LIVEWORKSHEETS

INDIVIDUAL - PAIR FAIR:
AN E-COMMERCE WEBSITE

B1 ENGLISH SPEAKING ACTIVITY

OBJECTIVE

Choose one famous e-commerce website and give a 2–3 minute speech to the class. Explain what the website is, what it offers, and why people use it.

INSTRUCTIONS

Choose one e-commerce website (for example: Amazon, eBay, Etsy, Walmart, Mercado Libre, Temu, Alibaba, AliExpress, Shein, Zalando, Rakuten, Shopee, etc.).

Your speech should include the following information:

1 INTRODUCTION

- What is the name of the website?
- Which country is it from?
- What does the company sell?

2 MAIN INFORMATION

Talk about:

- What products or services people can buy.
- The benefits of using this website.
- How the website keeps customers safe and secure.
- The shopping process (from searching for a product to receiving the order).
- The tools or features the website offers (for example: customer reviews, search filters, wish lists, order tracking, discounts, mobile app, secure payment, live chat, recommendations, etc.).

3 YOUR OPINION

Answer these questions:

- Have you ever used this website?
- Would you recommend it? Why or why not?
- What is your favorite feature?

4 CONCLUSION

Finish your speech with a short summary.

EXAMPLE:

In conclusion, I think Amazon is a useful website because it has many products, fast delivery, and secure payment options. I would recommend it to people who enjoy shopping online.

REQUIREMENTS

- Speak for 4–5 minutes each student.
- Use complete sentences.
- Wear formal clothes.
- Prepare engaging visual aids.
- Speak clearly and confidently.
- Do not read your speech word for word. Use key words only.
- Be ready to answer one or two questions from your classmates after your presentation.

BE PREPARED. BE CONFIDENT. DO YOUR BEST!

RESEARCH. ORGANIZE. PRACTICE. PRESENT.
IMPRESS YOUR CLASS! ★

LIVEWORKSHEETS

E-COMMERCE ROLE PLAY

GOOD SERVICE. HAPPY CUSTOMER. SUCCESSFUL BUSINESS!

PRACTICE. COMMUNICATE. SOLVE.

Work in groups of 3 or 4 students.
Choose a situation and act it out.
Use the vocabulary and phrases you know about e-commerce!

YOUR MISSION

Act out the situation naturally.
Use polite language and solve the problem together.
Try to reach a good solution that makes the customer happy!

YOUR ROLES

- **Student A:** Customer
- **Student B:** Online Store Representative
- **Student C:** (Optional) Observer / Note-taker
- **Student D:** (Optional) Additional role if needed

SITUATIONS

1. Wrong Item Received
2. Late Delivery
3. Damaged Product
4. Return and Refund Request
5. Payment Problem
6. Product Not as Described

HOW TO DO IT

1. Read your role and the situation carefully.
2. Plan what you are going to say.
3. Act out the conversation.
4. Try to solve the problem.
5. After the role play, reflect with your group.

USEFUL LANGUAGE IDEAS

- I would like to...
- I'm checking your order...
- Could you please...?
- I'm sorry for the inconvenience.
- Can you help me with...?
- What solution can we find?
- Let me see what I can do.
- That sounds fair. Thank you!

EVALUATION CRITERIA

- Clear communication
- Use of vocabulary and phrases
- Pronunciation and fluency
- Interaction and teamwork
- Problem solving

TIPS FOR SUCCESS

- Listen to your partner.
- Be polite and respectful.
- Use expressions you know.
- Stay in role.
- Have fun and do your best!

GOOD COMMUNICATION BUILDS GREAT CUSTOMER RELATIONSHIPS!

LIVEWORKSHEETS