

# Unit 4

## SERVING CUSTOMERS

In this unit you will

- ▶ learn about good customer care
- ▶ learn and practice words and phrases used in customer care
- ▶ practice writing and acting out dialogues with customers



## Part 1: Customer Care

### 1a Class Discussion

Think of a time when you had bad customer care.

- ▶ Where were you?
- ▶ What was wrong?
- ▶ What did you do about it?



### 1b Write

Combine the following words and phrases to make phrases and sentences. You can match them in more than one way, and you don't have to use all words. For example:

'face-to-face customer care'

'excellent face-to-face customer care'

'excellent customer care'

'My Internet provider offers excellent customer care.'

#### WHO

The customer service representative  
The company  
The restaurant  
My Internet provider  
My GSM operator  
We

#### DOES WHAT

provide(s)  
offer(s)

#### QUALITY

good/bad  
excellent  
terrible  
fast/slow  
friendly/unfriendly  
helpful/unhelpful  
useful/useless

#### MEDIUM

face-to-face  
over the phone  
online

#### SERVICE

customer care  
service  
support  
technical support  
information  
choices/alternatives

### 1c Rating stars

These stars are used for rating services, especially hotels.

Match the stars with the following ratings.

average    poor    excellent    very good    terrible



### 1d Top 10 complaints list

As a class you will build a Top 10 complaints (şikayet) list for hotel customers. First work with your partner, then share your ideas with whole class.

For example: bad room service

## 1e Reviews

The following screen clippings are from the Tripadvisor website .  
Study the information with your partner and answer the following questions:

1. Where is this hotel?
2. What is 66%?
3. What is the average rating for this hotel?
4. How many reviews (değerlendirme) are there on the website for this hotel?
5. How many people think the hotel is terrible?
6. What do people like the most about this hotel
7. What do they like the least?



### Green Nature Resort & Spa

66%

Ranked #79 of 285 hotels in Marmaris

1,650 Reviews

Certificate of Excellence 2013

1,650 people have reviewed this hotel

[Write a Review](#)

#### Traveller rating

Excellent		563
Very good		492
Average		344
Poor		136
Terrible		115

#### See reviews for

	Families	57
	Couples	35
	Solo	0
	Business	0

#### Rating summary

Location	
Sleep Quality	
Rooms	
Service	
Value	
Cleanliness	

## 1f Complaints

Even in a hotel with an Excellent rating there are always customers who complain.

1. What are the complaints in the following review?
2. You are the hotel manager. Write a short e-mail to respond to this review.

*“Do not waste your money! Please!!!!”*

Reviewed 15 October 2013 via mobile

Not sure where to start, but whoever can write a good review about this hotel clearly doesnt know what 5 star means!! Ive stayed at much better 3 star resorts! Customer service - Rude! Reception staff slow and dont understand english! We asked for more hangers, instead we got towels (language barrier clearly) Rooms - We had to change rooms...

## Part 2 Phone Conversations

### 2a What do you say

Below are some expressions used in customer care on the phone. Study the expressions and answer the following questions. There may be more than one answer.

1. What do you say if you call to talk to the IT Manager?
2. What should an Digiturk operator named Ali say when he answers the phone?
3. Let's say you work for Arinet. How would you introduce yourself on the phone?
4. If a caller doesn't give his name how do you ask him?
5. What do you say when the line is bad and you cannot hear the person well?
6. If you ask to talk to Tim and he answers the phone what does he say?
7. What can an operator say when they want you to wait?
8. What does an operator say when the person you call is not in or available?
9. What can you say when you finish a phone call?



	Caller	Receiver
<b>Introducing yourself /answering the phone</b>	<ul style="list-style-type: none"> <li>▶ Good morning/afternoon.This is (your name) from (company name)</li> </ul>	<ul style="list-style-type: none"> <li>▶ (company name), this is Mike.How may I help you?</li> <li>▶ Good morning/afternoon, (company name). How may I help you?</li> <li>▶ IT department, Frank speaking.</li> </ul>
<b>Asking for someone</b>	<ul style="list-style-type: none"> <li>▶ Could/Can I speak to (name of the person) ?</li> </ul>	<ul style="list-style-type: none"> <li>▶ Speaking(if he/she is the person)</li> <li>▶ Sure, let me check on that.</li> <li>▶ Let me see if he's/she's available.</li> <li>▶ Sure, one moment please.</li> <li>▶ Hold on/Hang on, I'll put you through.</li> </ul>
<b>Asking for the callers name (if they don` t . give it to you</b>		<ul style="list-style-type: none"> <li>▶ May I have your name please?</li> <li>▶ Who am I speaking with?</li> <li>▶ May I ask who`s calling?</li> </ul>
<b>Bad connection</b>	<ul style="list-style-type: none"> <li>▶ I think we have a bad connection.Can I call you back?</li> <li>▶ I` m sorry\ we have a bad connection.Could you speak a little louder, please?</li> <li>▶ I` m sorry, could you repeat that please?</li> </ul>	<ul style="list-style-type: none"> <li>▶ I` m sorry\ we have a bad connection.Could you speak a little louder, please?</li> <li>▶ I` m sorry, could you repeat that please?</li> </ul>
<b>Putting the caller on hold</b>		<ul style="list-style-type: none"> <li>▶ Can I put you on hold for a minute?</li> <li>▶ Do you mind holding while check on that?</li> <li>▶ Hold on please.I` ll check to see if he`s available.</li> </ul>
<b>When the person is not available</b>	<ul style="list-style-type: none"> <li>▶ Can I leave a message for him/her?</li> <li>▶ Could you tell him/her that I called please?</li> <li>▶ Could you ask him/her to call me back please?</li> <li>▶ Okay, thanks.I` ll call back later.</li> </ul>	<ul style="list-style-type: none"> <li>▶ He`s/she`s not available at the moment.</li> <li>▶ Would you like to leave a message?</li> <li>▶ He`s/she`s out of the office right now.</li> <li>▶ Can I take a message?</li> </ul>
<b>Ending the call</b>	<ul style="list-style-type: none"> <li>▶ Thank you very much/ Have a good day.</li> <li>▶ Thanks for your help.Have a good day.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Is there anything else I can help you with?</li> <li>▶ Okay, thanks for calling. Have a great day.</li> </ul>

## 2b Complete the dialogues

Complete the conversations on the next page. There are multiple options.



### Dialogue B

- Hello, ..... (1) Merve from Comtech.
- Hello, ..... (2) someone from the software department please?
- Their line looks busy right now.
- .....(2)?
- No thanks, I'll try later.
- Oh wait! The line is free now.
- ..... (3)
- Thank you.

### Dialogue A

- Nethouse technical support, Firat speaking.
- Good morning, this is Jim Smith.
- Good morning, .....(1)?
- My Internet is down and I don't know why?
- .....(2)?
- OK.
- I can't see any problems. Could you please turn off your modem and then turn it on again after 10 seconds?
- OK. Let me try... Great! It's working.
- .....(3)?
- Thanks for your help. Have a good day
- ..... (4)

### Dialogue C

- Arinet, this is Hasan.....(1)?
- Good afternoon, my ADSL connection is not working.
- I'm sorry, we have a bad connection.

## 2c Write mini-dialogues

Work with your partner and use the following scenarios to write mini-dialogues. Then act them out.

**Scenario 1:** You call Digiturk because you do not receive the channels.

**Scenario 2:** You call Technosa to ask if they have a battery for your HP Pavillion laptop.

**Scenario 3:** You are a call centre operator at Turkcell and a customer calls to complain about his bill.



## Part 3 Dynamic Communication

### Dynamic Communication

In work life you communicate with your customers and clients. In order to understand their needs you should have 'dynamic conversations' with them.

In such conversations people listen to each other and show interest by:

- ▶ asking each other questions
- ▶ using words and phrases like Yes, OK, Really?, I see, I understand, Great!, Nice!, Good!, Interesting!, Aha!, Oh!



### 3a Analyze the conversation

1. Read the phone conversation and underline the questions the sales manager asked John in order to understand his problem. Also underline the short phrases they used.
2. List the phrases/sentences people in the conversation use to introduce themselves.
3. How did Sarah and Tim offer help?
4. How did John ask to speak to the sales manager?
5. What did Sarah say when John wanted to speak to the sales manager?
6. What did Tim say when John thanked him? And how did he offer further help?
7. How did they finish the conversation?

**Sarah:** Blue Computer Store, this is Sarah. How may I help you?

**John:** Good morning. This is John from Fast Tech. Could I speak to the sales manager please?

**Sarah:** Can I put you on hold for a minute? I'll check if he's available.

**Tim:** Hello, I am Tim, the sales manager. How can I help you?

**John:** Well, I bought a laptop from your store last week. There must be a problem with the battery because it lasts only for about 20 minutes after it is fully charged.

**Tim:** Really? That's strange! What is the brand and the model of your laptop?

**John:** It's a Dell Studio.

**Tim:** OK, and do you have your receipt?

**John:** Yes, I do.

**Tim:** Can you bring the laptop in tomorrow? Our technical staff will look at it and find the best solution for your problem.

**John:** Great! Thanks for your help.

**Tim:** You're welcome. Is there anything else I can help you with?

**John:** No, thanks.

**Tim:** OK, have a good day.

### 3b Write up a dialogue

John is back in the Blue Computer Store with his Dell Studio laptop. Jeff, one of the technical staff is dealing with him. Work with your partner to write up a dynamic dialogue between John and Jeff. Jeff should ask Jim questions in order to understand his problem, and also show that he is listening.



## Part 4 Greeting Customers

### 4a Class Discussion



1. What do you first say when you meet a customer/client (in your language and in English)?
2. What do you do when you are on the phone and a customer comes in?
3. What kind of body language (vücut dili) and facial expressions (yüz ifadeleri) are welcoming and which are not?

### 4b Match

Match the photographs with information from the following text.

#### Greeting a customer - the 3 rules

1. Good eye contact
2. Great smile
3. Great greeting words

Anyone working directly with customers should do everything to give all customers a great first impression.

Always make eye contact with the customer as soon as they come in. Even if you are with another customer or on the phone, make eye contact to show that you know they are there and you will be with them soon.

Don't forget to **Smile!** Your greeting should tell the customer, "I am happy you're here!"

You can use greetings such as:

- ▶ Good morning! / Good afternoon!
- ▶ Hi how are you?
- ▶ Hi, we haven't seen you in a while! (sürekli müşteriler için)
- ▶ Welcome, what can I do for you today?
- ▶ How can I help you today? / How may I help you?
- ▶ What can I help you with today?
- ▶ I'll be with you shortly.



### 4c Answer the questions



1. Why are greetings so important?
2. What does eye contact tell a customer?
3. What does a smile tell a customer?
4. What should you do when you are busy on the phone and a customer comes in?
5. Which of the greetings in the text are more informal?
6. Which greeting would you use with a regular customer?
7. What should you **do and say** when you are busy and a customer is waiting for you?
8. Which of these expressions can you also use on the phone?

### 4d Role play

Your teacher will give you scenarios for role-play.



