

# Unit 4

## SERVING CUSTOMERS

In this unit you will

- ▶ learn about good customer care
- ▶ learn and practice words and phrases used in customer care
- ▶ learn and practice words and phrases used in an Exchange Office and at a Bank
- ▶ 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?



**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	See reviews for	Rating summary
Excellent  563	Families 57	Location
Very good  492	Couples 35	Sleep Quality
Average  344	Solo 0	Rooms
Poor  136	Business 0	Service
Terrible  115		Value
		Cleanliness

## 1f Complaints

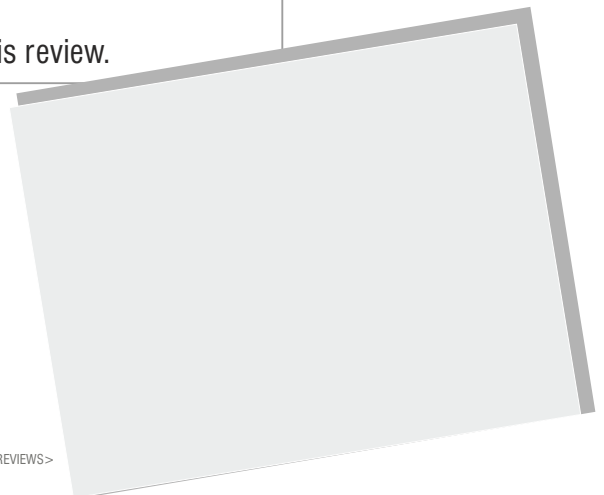
***Even in a hotel with an Excellent rating there are always customers who complain.***

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...



<[http://www.tripadvisor.co.uk/Hotel\\_Review-g298033-d502368-Reviews-Green\\_Nature\\_Resort\\_Spa-Marmaris\\_Mugla\\_Province\\_Turkish\\_Aegean\\_Coast.html#REVIEWS](http://www.tripadvisor.co.uk/Hotel_Review-g298033-d502368-Reviews-Green_Nature_Resort_Spa-Marmaris_Mugla_Province_Turkish_Aegean_Coast.html#REVIEWS)>



## Part 2: Greeting Customers

### 2a 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?

### 2b 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

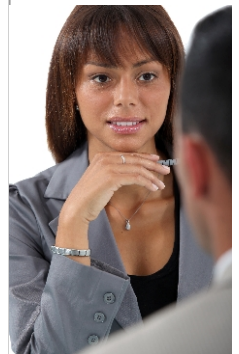
Anyone working directly with customers should do everything to give all customers a great first impression. Always make eye contact with the customer as soon as they come in. Even if you are with another customer or on the phone, make eye contact to show that you know they are there and you will be with 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:

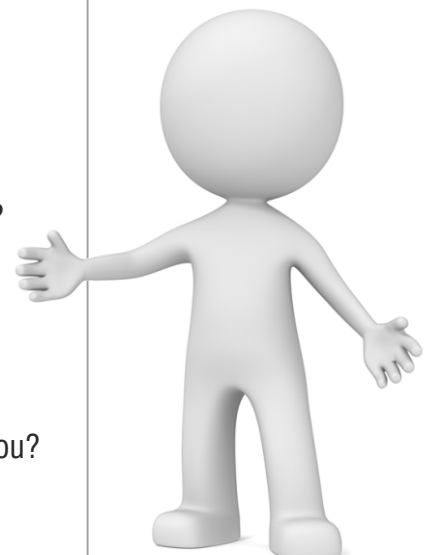
- ▶ Good morning! / Good afternoon!
- ▶ Hi how are you?
- ▶ Hi, we haven't seen you in a while!
- ▶ Welcome, what can I do for you today?
- ▶ How can I help you today? / How may I help you?
- ▶ What can I help you with today?

I'll be with you shortly.



### 2c 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?



2d Class discussion

*Below are some expressions used in customer care on the phone. Study the expressions and then complete the conversations. There are multiple options.*

<b>Introducing yourself /answering the phone</b>	<ul style="list-style-type: none"> <li>▶ Good morning/afternoon.This is (yourname) 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>▶ Accounting 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> </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 I 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>

- Good afternoon, Mountain Hotel. How may I help you?
- .....(1) Mr. Hudson please?
- .....(2)
- Oh, this is Gemma from Green Tourism.
- I'm sorry, could you repeat that please?
- Gemma Thompson from Green Tourism.
- .....(3).....
- (cehcking) He's not available at the moment.
- .....(4)
- Okay, thanks for calling. Have a great day.

- ComTech technical support, Frank speaking.
- Good morning, this is Jim Smith.
- Good morning, .....(5)?
- My Internet is down and I don't know why?
- .....(6)?
- 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.
- .....(7)?
- Thanks for your help. Have a good day
- ..... (8)

## Part 3: Dynamic Communication

### 3a 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!

*Read the following phone conversation and underline the questions the sales manager asked John in order to understand his problem. Also underline the short phrases they used.*



- Blue Computer Store, this is Sarah. How may I help you?
- Good morning. This is John from Fast Tech. Could I speak to the sales manager please?
- Can I put you on hold for a minute? I'll check if he's available.
- Hello, I am Tim, the sales manager. How can I help you?
- Well, I bought a laptop from your store last week. There must be a problem with the battery because it lasts for about 20 minutes after it is fully charged.
- Really? That's strange!
- What is the brand and the model of your laptop?
- It's a Dell Studio.
- OK, and do you have your receipt?
- Yes, I do.
- Can you bring the laptop in tomorrow? Our technical staff will look at it and find the best solution for your problem.
- Great! Thanks for your help.
- You're welcome. Is there anything else I can help you with?
- No, thanks.
- OK, have a good day.

### 3b Analyze the conversation

1. List the phrases/sentences people in the conversation use to introduce themselves.
2. How did Sarah and Tim offer help?
3. How did John ask to speak to the sales manager?
4. What did Sarah say when John wanted to speak to the sales manager?
5. What did Tim say when John thanked him? And how did he offer further help?
6. How did they finish the conversation?

### 3c Match

*Match the two sides of the conversation.*

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Hello XYZ accounting.</li> <li>2. Mr. Robinson is in a meeting right now. Can I put you through to his voicemail?</li> <li>3. Can another accountant help you?</li> <li>4. I think Jenny Bowers can answer your questions. Yes she's in. Hold on a second, I'll transfer you.</li> </ol> | <ol style="list-style-type: none"> <li>a. No thanks, I'll try later.</li> <li>b. Thank you.</li> <li>c. Hello, could I speak to Craig Robinson please?</li> <li>d. Well, I just have a couple of quick questions about deductions from my tax return.</li> </ol> |
|--|--|

## Part 4: At the Exchange Office

### Foreign Currency Exchange

 GBP	Buy: 3.560 TL Sell: 3.600 TL
 EUR	Buy: 2.925 TL Sell: 2.965 TL
 USD	Buy: 2.115 TL Sell: 2.145 TL
 STG to EUR Cross Rate	1,2007
 EUR to STG Cross Rate	0,8125

### 4a Class discussion

1. Foreign Currency Exchange offices use two different rates - buying rate and selling rate. What is the difference?
2. Who is the buyer and the seller in the sign?

### 4b Answer the questions

**Work with your partner and answer the following questions according to the exchange rates in the table.**

1. What is the exchange office's profit in the 3 currencies when selling?
2. How much would a customer pay to buy 4 British Pounds from an exchange office?
3. How much would an exchange office pay to buy the same amount from a customer?
4. How much TL would you get for selling the following amount?
5. And how much TL would you pay for buying the following amount?

### 4c Dialogues

**The following two dialogues are jumbled. Work with your partner to put them in order and act them out.**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>— That's one thousand four hundred and eighty two Lira fifty Kuruş.</li> <li>— Here's your five hundred Euros and seventeen Lira and Fifty kuruş change.</li> <li>— Hello, I want to buy five hundred Euros.</li> <li>— Thanks, can I have my receipt too please?</li> <li>— Here you are. Have a great day.</li> <li>— Here's one thousand and five hundred Lira.</li> </ul> | <ul style="list-style-type: none"> <li>(Teller puts the money on the counter)</li> <li>— Can I have my receipt please?</li> <li>— Thanks.</li> <li>— Good morning. I'd like to exchange three hundred pounds.</li> <li>(Teller puts the receipt on the counter)</li> </ul> |
|--|--|

### 4d Write

1. Compare the above dialogues and rewrite the first dialogue, making the teller more friendly!
2. Work with your partner and write mini dialogues for the following scenarios. After you finish, practice the dialogues and share with the rest of the class.
 

- ▶ A customer asks to exchange 500 pounds for dollars.
  - ▶ A customer wants to buy 850 Euros with her pounds.



## Part 5: Banking Services

### 5a Class discussion

*What kind of services do customers get from a bank?*

### 5b Find the meaning

*Below are some words and expressions used when someone goes to the bank. Check their meanings in your glossary.*

#### Bank account

open a bank account      current account      savings account  
 personal account      business account      joint account

#### Account information

balance      bank statement      overdrawn      interest rate  
 interest payment date

#### Transactions

apply for a credit card      transfer money      withdraw money  
 clear a cheque      cash a cheque      deposit      apply for a bank loan

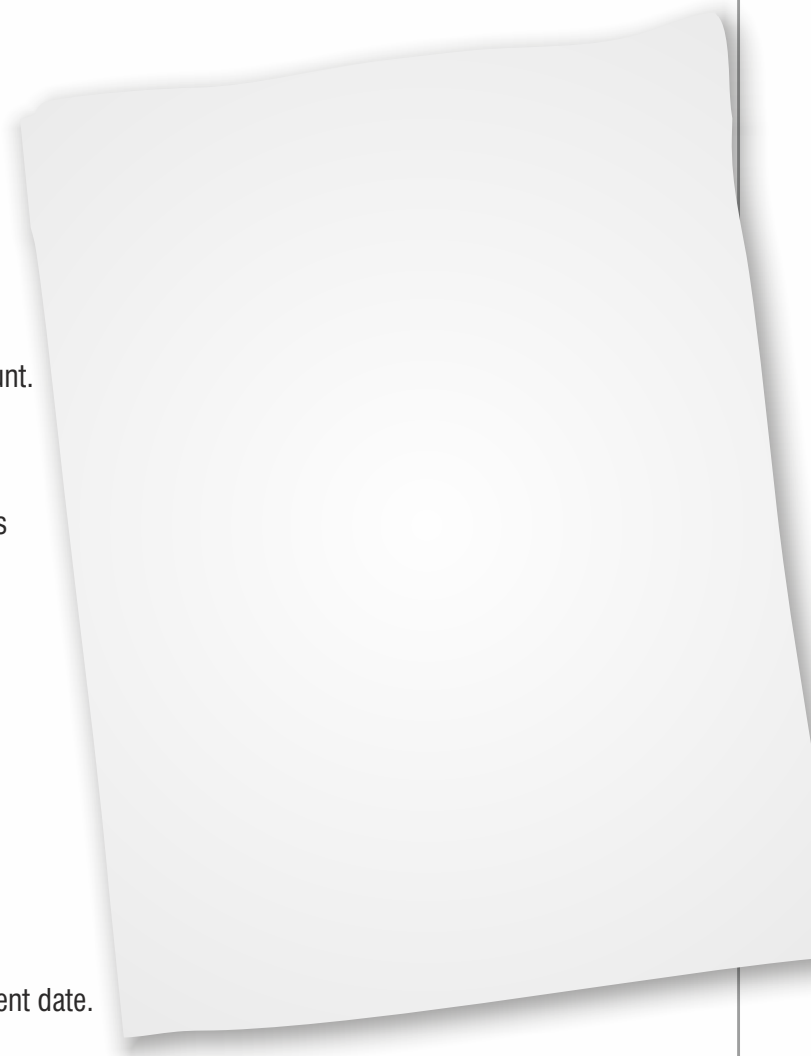


*a teller at the bank*

### 5c Translate

**Work with your partner and translate the following sentences.**

- I'd like to open a personal savings account.
- I'd like to apply for a credit card.
- I'd like to withdraw two hundred Pounds please.
- Can I see an ID please?
- I have my driving licence.
- How would you like the money?
- In tens (ten pound notes) please.
- Could you give me smaller notes?
- I'd like to deposit four hundred Euros to my current account.
- How many days will it take for the cheque to clear?
- Your account's overdrawn.
- I'd like to transfer some money to this account.
- Could you transfer one thousand Pounds from my savings account to my current account?
- Could you tell me my balance please?
- Could I have a statement please?
- What is the exchange rate for Euros?
- I'd like to cancel a cheque.
- I'd like to cancel this standing order.
- I'd like to cash this cheque.
- What's the interest rate on this account?
- Could you please sign here?
- Can I have your bank book please?
- We'd like to open a joint bank account.
- I want to report a lost credit card.
- You lose money if you withdraw before the interest payment date.
- I'd like to speak to someone about a mortgage.





### 5d Fill in the gaps

Fill the gaps in the following conversation with the phrases on the right.

Teller Good morning. .... (1)  
 Customer Good morning. I'd like to ..... (2) from my savings account to .....(3)  
 Teller Could I have your ID please?  
 Customer .....(4)  
 Teller Thank you. This will take a few minutes. (customer waiting)  
 Teller .....(5) here and here. (customer signs the papers)  
 Teller Here's your copy. ....(6)  
 Customer This is all for today, thank you.  
 Teller ..... (7)

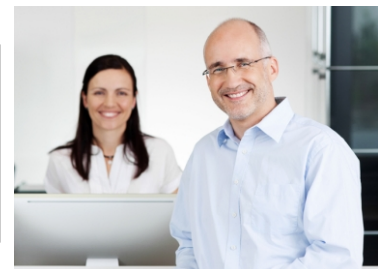
You have a great day!  
 transfer two thousand Euros  
 How can I help you?

Is there anything else I can help you with?  
 Please sign

my current account  
 I have my passport.

### 5e Dialogue Writing

Work in pairs or groups and come up with three different scenarios for dialogues between a teller and a bank customer. Write the dialogues using the phrases and expressions you learned in this unit. Then act out the dialogues.



### 5f Calculate

The following customer opened a £200,000 savings account, with 4% monthly interest. He wants to know how much interest he will get the first month (30 days).

1. Check the following information and calculate his interest.
2. How much will his balance be by the end of the first month (excluding deductions)?



#### How is my interest calculated?

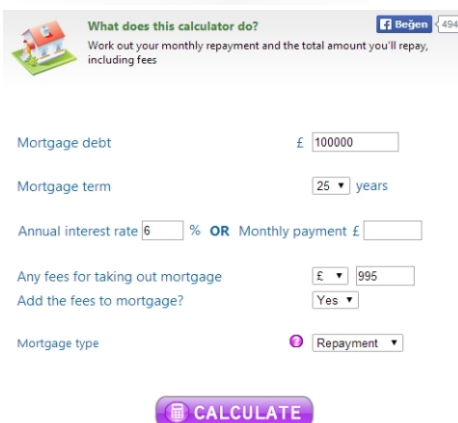
We use standard calculation to work out the amount of interest you earn:  
 Cleared balance X interest rate X number of days to the next interest payment date ÷ number of days in the year (i.e. 365 or 366 in a leap year)

### Homework

This is an online mortgage (konut kredisi) calculator at <http://www.moneysavingexpert.com/mortgages/mortgage-rate-calculator> (you can use another online mortgage calculator too)

Go online and calculate the following:

1. A young couple want to get a mortgage of £250,000. They need to pay £1000 for fees. They want to make a repayment over 30 years. The interest rate is 6%.
  - ▶ How much will they repay every month?
  - ▶ How much in total will they repay in 30 years if the interest rate stays the same?



## 5g Class discussion

What kind of transactions can you do  
1) using an ATM?  
, 2) online?

## 5h Match

The following pictures show different ways of using a debit or credit card. Match them with their uses.

pay with card      withdraw money from an ATM  
get cash in advance      pay online



Which of the above can you do with a credit card and which can you do with a debit card?

## 5i Match

Match the following English and Turkish phrases from an ATM (cash machine) screen.

Other amount	İşlem seçiniz	Please insert your card	Dogru	Cancel	Hesap seçiniz
Incorrect PIN	Miktarı giriniz	Please wait	Yanlış PIN numarası/sifre	Enter amount	
Diger miktar	Insufficient funds	İşleminiz gerçekleştirilmektedir	Enter your PIN		
Para çekme	Correct	Lütfen bekleyiniz	Withdraw cash	Lütfen kartınızı giriniz	
Select transaction type	PIN numaranızı/sifrenizi giriniz	Select account type			
İptal	Your transaction is being processed	Hesabınızda yeterli miktar bulunmamaktadır			

## Safe Online Payment

The CVV Number (Card Verification Value) on your credit card or debit card is a 3 digit number on VISA® and MasterCard®. Your CVV number is at the back of your credit or debit card, as shown in the image.

Providing your CVV number to an online merchant proves that you actually have the physical credit or debit card - and helps to keep you safe.

CVV numbers are NOT your card's secret PIN (Personal Identification Number) You should never enter your PIN number when asked for your CVV. (PIN numbers allow you to use your credit or debit card at an ATM or when making an in-person purchase or a cash advance with any credit card.)

CVV numbers are also known as CSC numbers ("Card Security Code"), as well as CVV2 numbers, which are the same as CVV numbers but they are even harder to "guess".

Adapted from <http://www.cvvnumber.com/>



## 5j True or False

Decide if the statements are True or False according to the text and the credit cards.

1. The CVV number of this card is 587.
2. This card is valid until the year 2015.
3. You need your CVV number when shopping online.
4. If somebody knows your credit card number they can buy things on the Internet.
5. The online merchant needs your CVV number to be sure that you are the real cardholder.
6. You can withdraw money from an ATM using your CVV number.
7. CVV2 numbers are more secure than CVV numbers.

