

# Business Result Intermediate

## Student's Book Answer Key

### 5 Customers

#### Starting point

##### Possible answers

**external customers:** visitors to a shop, trade customers, online customers.

**internal customers:** contact in sales office in Hong Kong, boss, receptionist, warehouse manager.

#### Working with words

1

Technogym produces fitness and biomedical rehabilitation equipment.

The customers mentioned are the fitness centres, private homes, and the Olympics.

2

1 services  
2 satisfaction

3 care  
4 expectations

5 requirements

3

1 3

2 2

3 1

4 5

5 4

4

1 services  
2 satisfaction  
3 supply

4 care  
5 expectation(s)  
6 requirement(s)

7 production

5

1 expect  
2 supply  
3 services  
4 satisfied  
5 expectations / requirements

6 expectations / requirements  
7 services / care  
8 service  
9 cares  
10 products

6

1 require

2 assess

3 monitors

4 ensure

5 provide

6 tailor

## Business communication skills

1

- |                             |                    |
|-----------------------------|--------------------|
| 1 Type of hotels            | 3 Number of hotels |
| 2 Age of current facilities | 4 Budget           |

2

- |                  |                 |                |
|------------------|-----------------|----------------|
| 1 find out about | 3 interested in | 5 possible for |
| 2 tell me        | 4 deal with     |                |

4

- |                              |                              |
|------------------------------|------------------------------|
| 1 a meeting                  | 3 Elena and Sergio's meeting |
| 2 the start of Sergio's trip |                              |

5

- |           |       |             |         |
|-----------|-------|-------------|---------|
| 1 arrange | 2 How | 3 'd prefer | 4 suits |
|-----------|-------|-------------|---------|

7

- |   |                                 |
|---|---------------------------------|
| 1 to change the time of their appointment | 3 Wednesday                     |
| 2 work in general and the weather         | 4 the appointment (to Thursday) |

8

26th: Meeting at 9.30 a.m.

28th: Tour at 3.00 p.m.

## Practically speaking

1

- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
| 1 e | 2 c | 3 a | 4 b | 5 d |
|-----|-----|-----|-----|-----|

## Language at work

1

- |              |           |              |          |
|--------------|-----------|--------------|----------|
| 1 're coming | 2 comment | 5 'm calling | 4 begins |
|--------------|-----------|--------------|----------|

2

1 and 4

3

- |     |     |
|-----|-----|
| a 1 | b 4 |
|-----|-----|

**Business Result**

4

1 continuous

2 simple

5

1 'm writing

2 are meeting

3 arrives

4 is coming

## Case study

### Discussion

1

#### Possible answers

Customers would expect a peaceful location, excellent food, and personalized service. The reviews suggest that customers don't receive expected levels of service and food quality.

2

#### Possible answers

Most students will probably agree that it is important to act on customer feedback and to see it in a positive way since it can help a business to improve. Many businesses are very customer-driven and rely on feedback to help them to be customer-focused. For hotels, negative online feedback can now really affect business, since many potential guests tend to search for online reviews. However, it is also worth noting that the negative feedback for Limewood Spa may be isolated cases. In this case the hotel might need to look into the issues before reacting too quickly to a couple of negative comments.

3

#### Possible answers

The feedback suggests that staff at Limewood Spa need training in customer service, as they all criticize employees. The food at the restaurant also receives poor feedback.