

# Business Result Upper-intermediate

## Student's Book Answer Key

### 5 | Customer service

#### Working with words

3

- 1 The woman arrived two minutes after closing and couldn't buy the chocolates. The assistants wouldn't open up for her so the problem wasn't resolved.
- 2 She clearly has a negative view of the shop's customer service.
- 3 She probably won't use the shop again. ('I do know that if they had tried to help me, I would have been a customer for life.')
- 4 Students can argue for or against. You could argue that the assistants were probably following procedure and if they had stayed open late for one customer then they would regularly have to stay open for other 'late' customers. On the other hand, their actions lost a customer and created bad word-of-mouth publicity.

3

The main points of each post are

- 1 the assistants were probably following the rules but they shouldn't have argued about a couple of minutes; it's harder to gain another new customer than to lose an existing one
- 2 customers should be aware of the needs of the employees and the shop
- 3 you should always exceed the expectations of the customer
- 4 the manager is at fault and needs to train staff properly
- 5 again, the manager needs to train staff properly to give high-quality service.

4

- |  |                        |                        |
|--|------------------------|------------------------|
| 1 <u>uncaring</u>                        | 5 <u>efficient</u>     | 9 <u>loyal</u>         |
| 2 <u>courteous</u> / <u>discourteous</u> | 6 <u>responsive</u>    | 10 <u>repeat</u>       |
| 3 <u>attentive</u>                       | 7 <u>satisfied</u>     | 11 <u>dissatisfied</u> |
| 4 sub- <u>standard</u>                   | 8 high- <u>quality</u> | 12 <u>existing</u>     |

5

- 1 uncaring, courteous, discourteous, attentive, substandard, efficient, responsive, high-quality
- 2 satisfied, loyal, repeat, dissatisfied, existing

7

- 1 f    2 d    3 b    4 g    5 c    6 a    7 e

## Business communication skills

2

- 1 Sales
- 2 training course
- 3 02/584
- 4 by Friday
- 5 Check the figures and ask Angela to sign it. Fax contract to Training Direct.
- 6 blank screen but hard drive light is on
- 7 Look into the problem and call Johann back.
- 8 AS Consulting
- 9 order arrived out of office hours and left outside building / too much paper and no envelopes
- 10 Check details and call back.

3

- 1 What seems to be the problem? / How can I help you? / What can I do for you today?
- 2 Could you give me ...? / Can/Could you tell me ...? / Could you explain exactly what the problem is?
- 3 Let me get this straight. What you're saying is ... / You mean ... / If I understand you correctly ... / Could I just clarify what you're saying?
- 4 I'll look into it. / What I'll do is ... and see if ... / If you ..., I'll ... / I'm going to have to look into this. I'll get back to you shortly. / Once I've ..., I'll ... / As soon as I've ..., I'll ...
- 5 by Friday at the latest / in time for the deadline / by lunchtime / as soon as

## Practically speaking

1

- 1 The speaker has had a bad day in her new job.
- 2 A client was going to complain about the speaker.
- 3 The speaker has had a long phone call with a difficult customer.
- 4 The speaker has broken an expensive bulb.

2

- 1 How's the new job going?
- 2 How did the call with that difficult client go?
- 3 What's the matter?
- 4 You seem a bit unhappy.

3

- 1 b                      2 a                      3 b                      4 b

## Language at work

1

- a 4                      b 5                      c 1                      d 3                      e 2

**Business Result**

3

### **Possible answers**

- 1 Who did you speak to last time? / Can you tell me who you spoke to last time?
- 2 When can I deliver it? / Could you let me know when I can deliver it?
- 3 What exactly is the problem? / Could you explain exactly what the problem is?
- 4 Is the train cancelled? / Do you know if the train is cancelled?
- 5 How long have you had it? / Can you tell me how long you have had it?

## **Case study**

### **Discussion**

2

- 1 Students may have different views, but since the customer is still doing business with CBE Brasilia their answer is likely to be positive.
- 2 The main lesson would be that the company needs to keep better documentation of orders.
- 3 Suggestions might include that the customer service team has a policy of returning calls more quickly and advising clients on progress of their orders.