

mYngle

Business Pre-Intermediate

Homework - Unit 5: Customer Service



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1. Read the following 3 texts about customer service.
Decide if each of the sentences are true or false.

Customer Service at GlobalTech

GlobalTech is a multinational company known for its high-tech products. The company is based in New York but has branches in several countries. The head office oversees international operations and ensures customer care is consistent across all locations. GlobalTech specializes in creating innovative gadgets that meet customer needs. They have a team that handles customer feedback and works to resolve any issues promptly. The company prides itself on being reliable and providing good value for its products.

True or False:

1. GlobalTech operates only in the United States.
2. The head office of GlobalTech is located in New York.
3. The company specializes in producing traditional gadgets.
4. GlobalTech team is responsible for customer feedback.
5. GlobalTech customer service does not focus on resolving issues.

Customer Service at EcoHome

EcoHome is a company that produces eco-friendly home products. The company has subsidiaries in different countries and employs a large number of staff. Their customer service department is crucial as it helps maintain customer loyalty by ensuring that every customer need is met. They focus on customer care and are always looking for innovative ways to improve their service. EcoHome's annual sales have been growing due to their commitment to sustainable practices.

True or False:

6. EcoHome focuses on non-eco-friendly products.
7. The company has subsidiaries but no branches.
8. Customer service at EcoHome helps maintain customer loyalty.
9. EcoHome's annual sales are decreasing.
10. The company is not interested in improving customer service.

Customer Service at StyleWear

StyleWear is a well-known fashion brand that specializes in stylish and affordable clothing. The company's head office is in Paris, and they have multiple branches worldwide. StyleWear's customer service team is responsible for handling customer feedback and resolving any problems customers might have. They work closely with suppliers to ensure that their products are always high-quality and meet customer needs. The team also contributes to the development of new, unique fashion lines.

True or False:

- 11. StyleWear's head office is located in Paris.
- 12. The company only focuses on high-priced clothing.
- 13. Customer service at StyleWear is not involved in handling feedback.
- 14. The company's clothing is known for being stylish and affordable.
- 15. StyleWear's customer service team does not work with suppliers.

2. Match each term related to customer service (1-6) with its correct definition (a-f).

- 1. Customer Feedback
- 2. Customer Needs
- 3. Customer Service

- 4. Customer Loyalty
- 5. Customer Care
- 6. Customer Expectation

- a. The support provided to customers before, during, and after they purchase a product or service.
- b. What customers expect to receive from a product or service based on their prior experiences or marketing.
- c. The process of understanding what customers require or desire from a product or service.
- d. The feedback and opinions that customers provide about their experience with a company.
- e. The actions a company takes to build a strong relationship and retain customers over time.
- f. The attention and assistance given to customers to ensure their satisfaction and resolve any issues.

3. Fill in the blanks from the sentences below with the correct term from the list.
Use each term only once.

customer care	customer expectation	customer feedback
customer loyalty	customer needs	customer service

- 1. To improve their products, the company collects _____ from their clients after every purchase.
- 2. The company's _____ team is always available to assist customers with any questions or issues they have.
- 3. Understanding _____ helps businesses create products that satisfy their clients' desires and requirements.
- 4. Building strong _____ means that customers keep coming back to buy from the same company.
- 5. The company's commitment to _____ is evident in how they address every customer's concern promptly and with attention.
- 6. Meeting _____ is crucial for a company to ensure that they fulfill the promises made in their marketing campaigns.



1. Choose the correct option to complete each sentence.

1. If you're unhappy with your purchase, you should _____ to the store.
a. get feedback
b. make a complaint
c. offer a solution
2. Our company's _____ is known for providing fast and effective support.
a. response times
b. memorable experience
c. explain an issue
3. To ensure a _____, we follow up with customers after their purchases.
a. get feedback
b. response times
c. memorable experience
4. When you have a problem with a service, our team will _____ to fix it.
a. offer a solution
b. explain an issue
c. make a complaint
5. It's important to _____ clearly when you contact customer support.
a. get feedback
b. explain an issue
c. make a complaint
6. We _____ surveys to improve our services and products.
a. get feedback
b. make a complaint
c. offer a solution
7. _____ is critical for ensuring that customers receive quick answers to their questions.
a. Memorable experience
b. Response times
c. Explain an issue
8. Please _____ if you need assistance or have any questions.
a. offer a solution
b. explain an issue
c. make a complaint
9. _____ helps us understand what changes need to be made to improve customer satisfaction.
a. Customer feedback
b. Response times
c. Memorable experience
10. To ensure everything is clear, _____ what the problem is when speaking to support.
a. offer a solution
b. get feedback
c. explain an issue

2. Fill in the blanks using the words provided.

**get feedback/ memorable experience/ make a complaint/
offer a solution/ response times/ explain an issue**

1. If you are dissatisfied with a product or service, you can _____ to the company.
2. Our goal is to improve _____ by decreasing the time it takes to handle customer inquiries.
3. After you _____ about the product, we will review your concerns and work on improvements.
4. Creating a _____ for every customer interaction is our top priority.
5. It is crucial to _____ so that customer service representatives can understand and address the problem.
6. Our team is here to _____ and help you resolve any issues you may encounter.
7. _____ allows us to improve our services and maintain high standards.

3. Read the text and do the activities that follow.

A Bad Customer Service Experience

Last week, I went to a store, hoping for good service, but it was a bad experience. The staff were not reliable. They did not help me when I asked questions. I also noticed that the products were not of good quality. The workers were not friendly. They did not smile, and they spoke in a rude way. I had to wait for a long time because they did not show patience. It felt like they did not care about their customers. I think it is important for a business to show respect to everyone, but this store did not.

3A. Find words in the text that mean the same as the following:

- | | |
|-------------------------|---------------------------|
| 1. Attention: _____ | 4. Trustworthiness: _____ |
| 2. Tolerance: _____ | 5. Excellence: _____ |
| 3. Consideration: _____ | 6. Kindness: _____ |

3B. Choose the correct preposition for each sentence.

1. The staff at the store were very helpful and friendly.
2. The customer had to wait for a long time because the staff were not patient.
3. The products at the store were of high quality.
4. The store did not show respect to its customers.
5. The customer felt that the staff did not care about their needs.

4. Complete the sentences with the correct words from the list.

reliability/ quality/ friendliness/ patience/ care/ respect

When working in customer service, 1. _____ is very important. Customers need to trust that the company will provide good 2. _____. 3. _____ is needed when customers have problems.

Showing 4. _____ helps customers feel welcome. 5. _____ for customers' needs helps build good relationships. Also, showing 6. _____ by treating customers well is key to good service.

Grammar

Making questions	
For yes / no questions, the structure is auxiliary + subject + verb	
○ Do you call customers every week? (yes, I do / no, I don't). ○ Does Kyle work here? (yes, he does / no he doesn't). ○ Did they deliver the project on time? (yes, they did / no, they didn't). ○ Is he coming to the meeting? (yes, he is / no, he isn't).	
When we ask for extra information , we add: question + auxiliary + subject + verb	
What are you working on right now? we use what to ask for objects, ideas .	
Where does the company have its main office? we use where to ask for places .	
When did the meeting finish? we use when to ask for times .	
How did the company resolve the issue? we use how to ask for manners .	
Who did you talk with in the meeting? we use who to ask for people .	
Why does the company focus on international markets? we use why to ask for reasons .	
Important note: we use 'which' when there is a limited number of options	
Which cake do you want to try first? (limited choice of cakes).	
What cake do you like the most? (no limited choice, you can choose any cake that exist).	
If who or what is the subject , the word order is the same as in a sentence.	
Who invited Jack to the meeting? (Meryl did). What happened? (what did happen?)	
If who or what asks about the object, we put auxiliary before the subject:	
○ Who did Meryl invite? (She invited Jack).	

1. Choose the correct question form for each sentence.

1. _____ is the head office of the company located?

- a. What b. Who c. Where

2. _____ did you resolve the customer complaint yesterday?

- a. How b. Why c. What

3. _____ does the company collaborate with on the new project?

- a. Who b. How c. What

4. _____ does the team meet for its weekly update?

- a. Where b. When c. How

5. _____ are the new product features?

- a. Where b. What c. Where

6. _____ did the company change its pricing strategy last year?

- a. Where b. What c. Why

7. _____ did the company hire for the marketing role?

- a. Who b. What c. When

8. _____ are the customer feedback results handled?

- a. What b. Why c. How

9. _____ is the next product launch scheduled for?

- a. How b. When c. Who

10. _____ is the company expanding into new markets?

- a. Why b. What c. How

2. Complete the questions with the correct WH-word and how.

- | | |
|---|--|
| 1. _____ is the new project team working with? | 6. _____ did you get the feedback from the customers? |
| 2. _____ did you handle the client's request last week? | 7. _____ will the meeting be held this month? |
| 3. _____ does the company plan to expand next year? | 8. _____ did the team decide to change its strategy? |
| 4. _____ are the results from the recent survey? | 9. _____ are the new marketing materials available? |
| 5. _____ did the company open its new branch? | 10. _____ does the company operate in international markets? |

3. Make questions based on the given answers.

- | | |
|-----------|---|
| 1. _____? | The new product features are more user-friendly and eco-friendly. |
| 2. _____? | The meeting was in the main conference room. |
| 3. _____? | Marixa wants to discuss the project. |
| 4. _____? | We resolved the issue by improving our customer service training. |
| 5. _____? | The company hired a new marketing manager last month. |
| 6. _____? | The survey results showed high customer satisfaction. |
| 7. _____? | We are launching the product by the end of the year. |

1. Put the following phrases in the corresponding table.

- Asking about the problem
- (The machine) doesn't work
- What can I do for you?
- I'm very sorry about that.
- How can I help?
- Can you give me more details?
- What exactly is the problem?
- Let me check
- I'm afraid we can't ...
- I'm sorry, but / I'm afraid ...
- There's a problem with ...
- (It) still hasn't arrived
- I do apologize
- I'll get back to you
- I'd like (a refund/replacement)
- We can offer you ...
- We're sorry for the inconvenience
- I'm not very happy (about it)
- I'm sorry to hear that
- I'll look into it / deal with it right away
- We'll send you ...
- It's our/my fault. I'm sorry
- I'll wait to hear from you

Asking about the problem	Making the complaint
Sympathizing / Apologizing	Dealing with the complaint

2. Complete the sentences (1-10) with the correct phrase from the table from exercise 1.

- 1. _____? I'm here to help with any issues you might have.
- 2. _____the machine doesn't work properly.
- 3. _____the inconvenience. We are working to resolve this.
- 4. _____it. We will contact you as soon as possible.
- 5. _____? Please provide more details so we can assist you.
- 6. _____a refund or replacement as soon as possible.
- 7. _____for the inconvenience. It's our fault.
- 8. _____and find out what happened with your order.
- 9. _____? We want to make sure we understand the issue correctly.
- 10. _____that the package still hasn't arrived.

3. Put the following sentences in the correct order to create a conversation about a customer and Customer Support.

- 1: _____

2: _____

3: _____

4: _____

5: _____

6: _____

7: _____

8: _____

9: _____

10: _____
- a. **Client:** Great, thank you for your help.

b. **Customer Support:** It should arrive within 5 to 7 business days. I'll confirm the details with you once it's dispatched.

c. **Client:** Yes, I received the wrong item in my order.

d. **Customer Support:** No, that's all. We'll take care of the rest. I'm sorry for the inconvenience.

e. **Client:** Thank you. I'd like a replacement for the correct item.

f. **Customer Support:** I'm very sorry about that. Can you give me more details about the problem?

g. **Client:** Thank you. Is there anything else I need to do?

h. **Customer Support:** I understand. I'll look into it right away and get back to you.

i. **Client:** No problem. How long will it take to receive the replacement?

j. **Customer Support:** We can offer you a replacement. I'll make sure it is sent out as soon as possible.

1. Match each sentence from 1-9 with a pertinent issue a-i

1. I noticed an error on my invoice. The amount charged is higher than expected.	a. Poor Customer Service
2. One of the items I ordered is missing from the package. I only received part of my order.	b. Website Malfunction
3. The package was damaged when it arrived. The contents are broken and unusable.	c. Incorrect Product Sent
4. My order still hasn't arrived, even though it was supposed to be delivered last week.	d. Defective Product
5. The item I received is defective. It does not turn on even after following the instructions.	e. Delayed Delivery
6. I ordered a blue shirt, but I received a red one instead. Can you send me the correct item?	f. Subscription Cancellation
7. I'm not happy with the way I was treated during my last call. The representative was unhelpful and rude.	g. Incorrect Billing
8. I'm having trouble accessing my account on your website. Every time I try to log in, I get an error message.	h. Broken Delivery
9. I requested to cancel my subscription last month, but I'm still being charged. Can you please confirm the cancellation?	i. Missing Item in Package

2. Choose the best expression for the below sentences to soften the message.

1. **We cannot process your request right now.**

☐ a. Sorry about that.

☐ b. I'm afraid that...
2. **I know you are upset, but the policy cannot be changed.**

☐ a. Well, actually ...

☐ b. I understand your point, but, ...
3. **The delivery will be delayed by a few days.**

☐ a. Unfortunately, ...

☐ b. There might be a slight problem with...
4. **The refund you requested is not possible at this time.**

☐ a. Sorry, but ...

☐ b. It seems like...
5. **The product you want is out of stock.**

☐ a. That may not be the best...

☐ b. I'm sorry to say that...
6. **The information provided may not be completely accurate.**

☐ a. There might be a slight problem with...

☐ b. I'm sorry to say that...
7. **We cannot offer a discount on that service.**

☐ a. Sorry about that.

☐ b. Well, actually ...
8. **The item you ordered is not available.**

☐ a. I'm afraid that...

☐ b. I understand your point, but, ...

3. Fill in the blanks with the appropriate expressions to soften the message.

a. I'm sorry to say that

b. It seems like

c. That may not be the best

d. I'm afraid that

e. Unfortunately,

Dear Customer,

Thank you for your patience. We appreciate your feedback.

1. _____, we have experienced a delay in processing your request. We are working hard to resolve this issue as quickly as possible.
2. _____, the product you are interested in is currently out of stock. We are expecting new inventory soon.
3. _____, the service you are inquiring about is not available at this time. We suggest considering alternative options.
4. I'm sorry to say that _____ we cannot offer a refund for this particular purchase.
5. _____ we cannot expedite the shipping, but we will keep you updated on the status of your order.

We apologize for any inconvenience this may cause. If you have any further questions, please let us know.

Best regards,

CRM Team

Willem Company Group



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Business Pre-Intermediate

Unit 5: Customer Service

Homework – Answer Key

Exercise 1

Text 1:

1. False
2. True
3. False
4. True
5. False

Text 2:

6. False
7. False
8. True
9. False
10. False

Text 13:

11. True
12. False
13. False
14. True
15. False

Exercise 2

1. **d.** The feedback and opinions that customers provide about their experience with a company.
2. **c.** The process of understanding what customers require or desire from a product or service.
3. **a.** The support provided to customers before, during, and after they purchase a product or service.
4. **e.** The actions a company takes to build a strong relationship and retain customers over time.
5. **f.** The attention and assistance given to customers to ensure their satisfaction and resolve any issues.
6. **b.** What customers expect to receive from a product or service based on their prior experiences or marketing.

Exercise 3

1. customer feedback
2. customer service
3. customer needs
4. customer loyalty
5. customer care
6. customer expectation

Exercise 1

1. b. make a complaint
2. a. response times
3. c. memorable experience
4. a. offer a solution
5. a. explain an issue
6. a. get feedback
7. b. response times
8. c. make a complaint
9. a. customer feedback
10. d. explain an issue

Exercise 2

1. response times
2. get feedback
3. memorable experience
4. explain an issue
5. offer a solution
6. customer feedback

Exercise 3

1. Attention - care
2. Tolerance - patience
3. Consideration - respect
4. Trustworthiness - reliability
5. Excellence - quality
6. Kindness - friendliness

Exercise 3B

1. False – The text says the staff were not friendly.
2. True
3. False – The text mentions the products were not of good quality.
4. True
5. True

Exercise 4

- | | |
|----------------|-----------------|
| 1. reliability | 4. friendliness |
| 2. quality | 5. care |
| 3. patience | 6. respect |

Exercise 1

- | | |
|-------------|------------|
| 1. c) Where | 6. c) Why |
| 2. a) How | 7. a) Who |
| 3. a) Who | 8. c) How |
| 4. c) How | 9. b) When |
| 5. b) What | 10. a) Why |

Exercise 2

- | | |
|----------|---------|
| 1. Who | 6. What |
| 2. How | 7. When |
| 3. Where | 8. Why |
| 4. What | 9. When |
| 5. When | 10. Why |

Exercise 3

1. What are the new product features?
2. Where was the meeting?
3. What does Marixa want?
4. How did you resolve the issue?
5. Who did the company hire for the marketing role?
6. What did the survey results show?
7. When are you launching the product?

Exercise 1

Asking about the problem	Making the complaint	Sympathizing / Apologizing	Dealing with the complaint
How can I help?	I'm sorry, but / I'm afraid ...	I'm very sorry about that.	I'll look into it / deal with it right away.
What can I do for you?	(The machine) doesn't work	I do apologize.	I'll get back to you.
Can you give me more details?	There's a problem with ...	I'm sorry to hear that.	Let me check.
What exactly is the problem?	(It) still hasn't arrived.	It's our/my fault. I'm sorry.	We'll send you ...
	I'm not very happy (about it).	I'm afraid we can't ...	We can offer you ...
	I'd like (a refund/replacement).	We're sorry for the inconvenience.	I'll wait to hear from you.

Exercise 2

1. How can I help?
2. I'm afraid
3. We're sorry for
4. I'll look into
5. Can you give me more details?
6. I'd like
7. It's our/my fault. I'm sorry.
8. I'll check
9. What exactly is the problem?
10. I'm not very happy (about it)

Exercise 3

1. f. **Customer Support:** I'm very sorry about that. Can you give me more details about the problem?
2. c. **Client:** Yes, I received the wrong item in my order.
3. h. **Customer Support:** I understand. I'll look into it right away and get back to you.
4. e. **Client:** Thank you. I'd like a replacement for the correct item.
5. j. **Customer Support:** We can offer you a replacement. I'll make sure it is sent out as soon as possible.
6. g. **Client:** Thank you. Is there anything else I need to do?
7. d. **Customer Support:** No, that's all. We'll take care of the rest. I'm sorry for the inconvenience.
8. i. **Client:** No problem. How long will it take to receive the replacement?
9. b. **Customer Support:** It should arrive within 5 to 7 business days. I'll confirm the details with you once it's dispatched.
10. a. **Client:** Great, thank you for your help

Exercise 1

1. I noticed an error on my invoice. The amount charged is higher than expected. | **g.** incorrect billing.
2. One of the items I ordered is missing from the package. I only received part of my order. | **i.** missing item in package.
3. The package was damaged when it arrived. The contents are broken and unusable. | **h.** broken delivery.
4. My order still hasn't arrived, even though it was supposed to be delivered last week. | **e.** delayed delivery.
5. The item I received is defective. It does not turn on even after following the instructions. | **d.** defective product.
6. I ordered a blue shirt, but I received a red one instead. Can you send me the correct item? | **c.** incorrect product sent.
7. I'm not happy with the way I was treated during my last call. The representative was unhelpful and rude. | **a.** poor customer service.
8. I'm having trouble accessing my account on your website. Every time I try to log in, I get an error message. | **b.** website malfunction.
9. I requested to cancel my subscription last month, but I'm still being charged. Can you please confirm the cancellation? | **f.** subscription

Exercise 2

1. b. I'm afraid that...
2. b. I understand your point, but, ...
3. a. Unfortunately, ...
4. a. Sorry, but ...
5. b. I'm sorry to say that...
6. a. There might be a slight problem with...
7. b. Well, actually ...
8. a. I'm afraid that...

Exercise 3

1. Unfortunately,
2. I'm afraid that
3. That may not be the best
4. I'm sorry to say that
5. It seems like