



## Business Intermediate

### Unit 4: Services and systems

#### Objectives

- Talk about services and systems
- Make comparisons
- How to link ideas
- Talk about features and benefits



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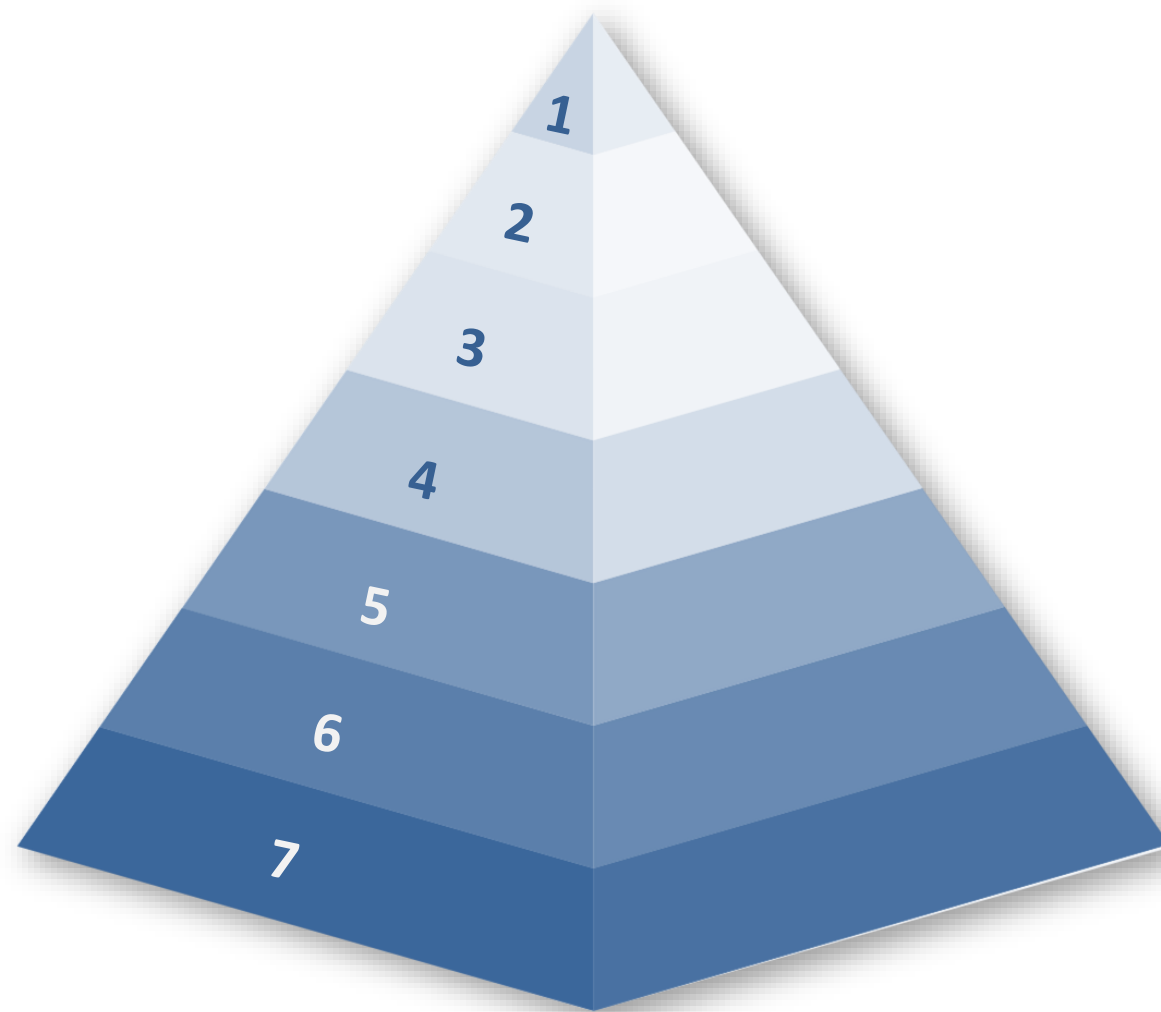
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## 1. Answer the questions.

1. Do you like shopping?
2. Do you prefer online or in-store shopping?
3. What makes a good shopping experience for you? Rank the criteria (a-g) from 1 (very important) to 7 (not important). Explain your choice.



- a. Easy checkout process
- b. Helpful sales assistants
- c. In-store entertainment
- d. Prices
- e. Sales and discounts
- f. Queues
- g. Product range



## 2. Read half of the text about Amazon Go. Which questions below can you answer?

amazon go

1. How do you enter the Amazon Go store?
2. What does the system do if you put an item back?
3. How does Amazon Go make sure you are charged for the right items?
4. What types of products can you find in the Amazon Go store?



Amazon Go. Imagine walking into a store, no long lines or cashiers. Sounds **handy**, right?

You use the Amazon Go app to enter the store. The system is very **accurate**. If you change your mind, the system knows and removes it from your virtual cart.

The system uses computer vision and AI and ensures that everything is correct. So, it is advanced and very **efficient**. No checkout lines!

The system is **secure**. Your payment information is safe. You can leave the store with your items. This makes shopping so easy.

From fresh fruits and sandwiches to household items, Amazon Go offers customers a great shopping experience. The items are easy to find.

It might look like a futuristic store, but it's just a convenient one. It combines handy solutions, like no checkout lines, that ensure customers have a fantastic, hassle-free experience.

efficient  
hassle-free e

3. Now read the whole text and answer questions (1-4).

- 1. How do you enter the Amazon Go store?
- 2. What does the system do if you put an item back?
- 3. How does Amazon Go make sure you are charged for the right items?
- 4. What types of products can you find in the Amazon Go store?

Shopping has become more convenient with Amazon Go. Imagine walking into a store, taking what you want, and just leaving! No long lines or cashiers. Sounds **handy**, right? That's what Amazon Go offers.

Firstly, it's incredibly **user-friendly**. You simply use the Amazon Go app to enter the store. Cameras and sensors track what you pick up. They are very **accurate**. If you change your mind about a product and put it back, the system knows and removes it from your virtual cart.

The technology is **up-to-date**. It uses a mix of computer vision and AI and ensures that the items you take are the ones you're charged for. So, it is advanced and very **efficient**. No more waiting or getting frustrated at self-checkouts!

Safety is crucial for all of us. Amazon Go's system is **secure**. Your payment information is protected, and you are only charged when you leave the store with your items. This makes shopping worry-free.

All the products in the store are **high-quality**. From fresh fruits and sandwiches to everyday essentials, everything is **well-designed** to give customers a great shopping experience. The store layout is easy to navigate, and items are easy to find.

Amazon Go shows us what future shopping might look like. It combines handy solutions, efficient technology, and high-quality products that ensure customers have a fantastic, hassle-free experience.



4. Find the words in the text that mean the same as:

- 1. modern: \_\_\_\_\_
- 2. precise: \_\_\_\_\_
- 3. effective: \_\_\_\_\_
- 4. functional: \_\_\_\_\_
- 5. safe: \_\_\_\_\_
- 6. useful: \_\_\_\_\_
- 7. easy-to-use: \_\_\_\_\_
- 8. top-notch: \_\_\_\_\_

5. Match adjectives (1-8) to nouns (a-k) to make phrases. Multiple options are possible.

- 1. handy
- 2. accurate
- 3. secure
- 4. efficient
- 5. user-friendly
- 6. up-to-date
- 7. high-quality
- 8. well-designed

- a. interface
- b. design
- c. information
- d. technology
- e. materials
- f. product
- g. tool
- h. prediction
- i. connection
- j. system
- k. process

6. Make sentences with the words from exercise 5 using a random generator: your teacher/partner calls out a random number and letter combination to identify two words from the lists above. You then use those words to make a grammatical and meaningful sentence (*optional*).

E.g.

1. Teacher: '6d' (The two words are '**up-to-date**' and '**technology**')  
Student: 'We use up-to-date technology in our phones.'

2. Teacher: '4h' (The two words are '**efficient**' and '**prediction**')  
Student: 'His efficient analysis led to an accurate prediction.'

7. Choose one of the services below and describe it using the words and phrases from exercise 5.

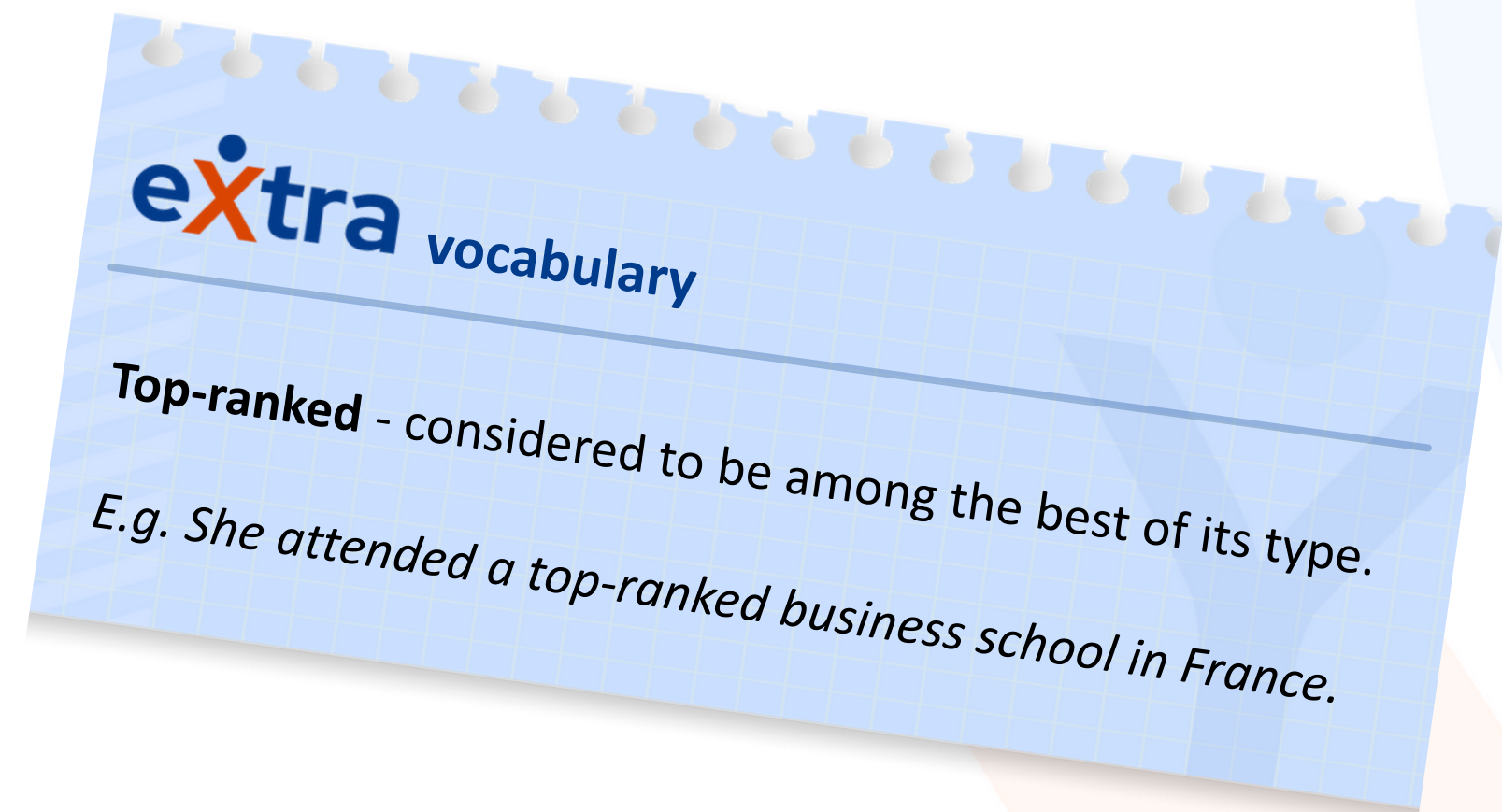
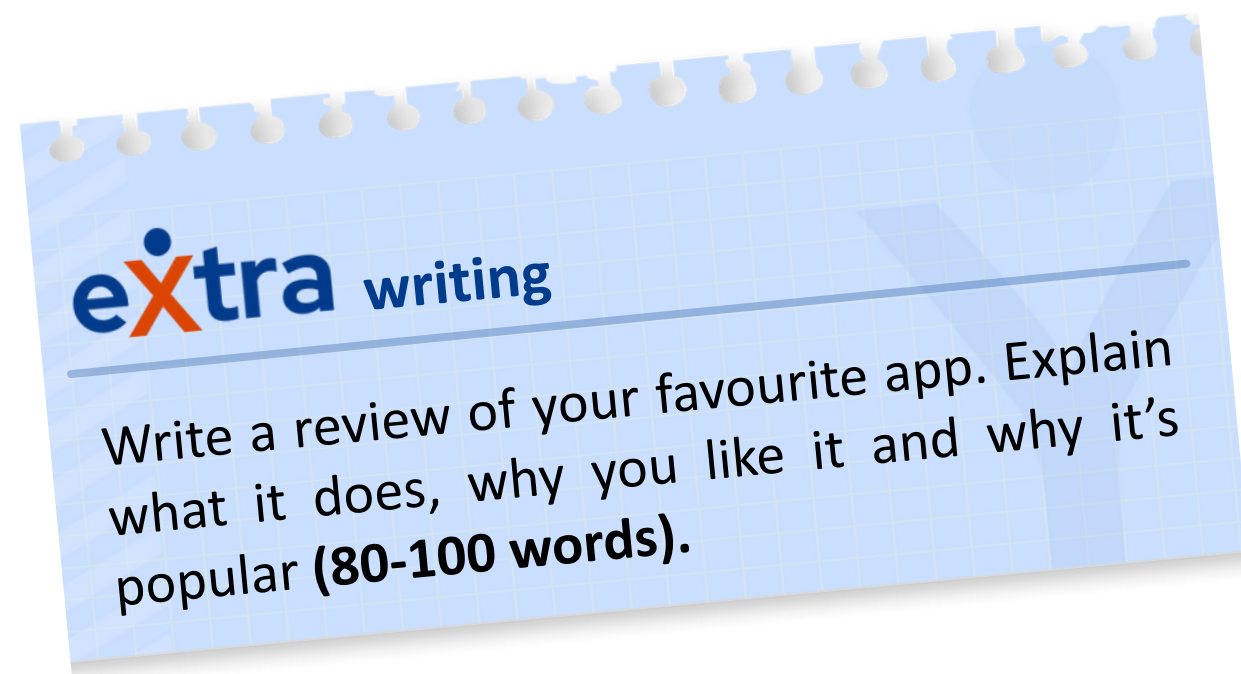


a. 3D hologram menu



b. drone delivery

8. Tell your partner / teacher about your company's services/products.



1. Answer the questions.

1. What is your favourite service?  
Why do you like it?
2. What do you know about the  
services and systems below?  
Have you used any of them?



a. Indoor Flying Camera



b. Autonomous Delivery Robots



c. Augmented Reality (AR) Shopping



Audio  
4.1

2. Listen to three people talking about a service or system above (a-c) and complete the table.

| Service / system | Functionality | Benefits |
|------------------|---------------|----------|
| 1.               |               |          |
| 2.               |               |          |
| 3.               |               |          |



Audio  
4.1

3. Listen again and take notes of the adjectives used to describe each service (*optional*).

4. Make sentences using the verbs below.



Indoor Flying Camera



Autonomous Delivery Robots



Augmented Reality (AR) Shopping

make(s) it easier for you to  
enable(s) you to  
allow(s) you to  
help(s) you to  
let(s) you

+ verb

5. Choose another service or system and describe it using the verbs in exercise 4.

1. Read the information about training employees and discuss it with your teacher/partner.

2. Find comparatives in exercise 1 and complete the rule (*optional*).

Did  
you  
know?

94%

of employees agree to stay **longer** if the company invests in employee training.



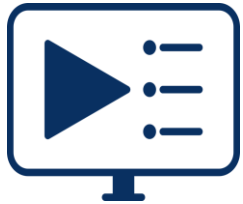
60%



of employees think that learning makes them **more capable** of adapting to change.



Continuous learning opportunities can lead to **higher** job satisfaction.



Mobile learning is becoming much **more popular**. About 67% of organizations now offer mobile learning in some form.



People find it a lot **easier** to remember information from videos than from just text.

|                                                                              |                                |
|------------------------------------------------------------------------------|--------------------------------|
| One-syllable<br>adjectives<br>Add _____                                      | long _____<br>high _____       |
| Two syllable<br>ending in -y<br>change <b>y</b> to <b>i</b> and<br>add _____ | easy _____                     |
| Two or more<br>syllables<br>Add _____                                        | capable _____<br>popular _____ |
| Irregular:<br>good _____<br>bad _____<br>far _____                           |                                |



Audio 4.2

3. Listen to Alex and Jamie comparing training companies and complete the table.

|                   | SkillMaster | LearnPro |
|-------------------|-------------|----------|
| Website           |             |          |
| Content           |             |          |
| Workshop duration |             |          |
| Materials         |             |          |
| Price             |             |          |
| Feedback system   |             |          |

extra grammar

We use **less** with longer adjectives (e.g. interesting, beautiful), but we don't normally use **less** with short adjectives of one syllable (e.g. big, good). Instead we use **not as ... as**:

*E.g. This new laptop is **not as fast as** my old one. (preferred to is less fast than my old one.)*

extra grammar

We form comparative adverbs in the same way as comparative adjectives:

*quickly – more quickly*  
*slowly – more slowly*



Audio 4.3

4. Listen to the extracts from the meeting and complete the sentences.

1. SkillMaster's website seems \_\_\_\_\_ **more user-friendly**
2. LearnPro's platform is \_\_\_\_\_ **more difficult-to-use**.
3. LearnPro is \_\_\_\_\_ **more up-to-date**.
4. They offer both online and in-person sessions, which is \_\_\_\_\_ **handier** for our diverse team.
5. SkillMaster is \_\_\_\_\_ **cheaper**.
6. After each session, they quickly gather feedback to improve, making their system \_\_\_\_\_ **more user-friendly** in the long run.

5. Choose the correct option in *italics* then find examples in exercise 4.

## LANGUAGE POINT

1. We use **much**, **far** and **a lot** to talk about small / big differences.

E.g. \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

2. We use **a bit**, **slightly** and **a little** to talk about small / big differences.

E.g. \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

## 6. Use the words in brackets to complete the sentences.

1. The new software is efficient, but I expected something far more efficient than this (*far / efficient*) .
2. This quarter's sales are (*a lot / high*) \_\_\_\_\_ than last year's.
3. Our previous office was located downtown. This one is (*slightly / far*) \_\_\_\_\_ from the city center.
4. While this year's marketing campaign was effective, the previous one was (*a bit / impactful*) \_\_\_\_\_.
5. The conference in Berlin was good, but the one in London was (*much / good*) \_\_\_\_\_.
6. The new recruit is qualified, but we need someone (*a lot / experienced*) \_\_\_\_\_.
7. Our competitors are expanding quickly. We need to grow (*much / fast*) \_\_\_\_\_ to keep up.
8. This report is concise, but I was hoping for something (*slightly / long*) \_\_\_\_\_ to cover all the details.



7. Read the information below and compare two online streaming sites. Use modifiers (*much, far, a lot, a bit, slightly, a little*) and the adjectives below.

- helpful
  - friendly
  - efficient
  - knowledgeable
- affordable
  - expensive
  - user-friendly
  - intuitive
- difficult-to-use
  - simple
  - limited
  - diverse
- updated
  - dull

|                     | StreamTV | Pixel Play |
|---------------------|----------|------------|
| Customer Service    | ★★★★★    | ★★★★       |
| Price and discounts | ★★★      | ★★★★★      |
| Streaming quality   | ★★★★     | ★★★        |
| Usability           | ★★       | ★★★★★      |
| Content library     | ★★★★★    | ★★         |
| Value for money     | ★★★★★    | ★★★        |

★★★★★

very good

★★★★

good

★★★

satisfactory

★★

needs to improve

★

bad

8. Choose two companies and compare them using the criteria below or your own ideas. You can also compare your company to your main competitor. Use modifiers + adjectives in the comparative form.

- value for money
- service
- staff knowledge
- friendly staff
- price
- size
- range of products / services

## extra writing

Choose two restaurants and write a review comparing them to each other. Use modifiers + adjectives in the comparative form. (80-100 words).

## extra vocabulary

**Time-consuming** – something that takes a lot of time to do.  
*E.g. Producing a dictionary is a very time-consuming job.*

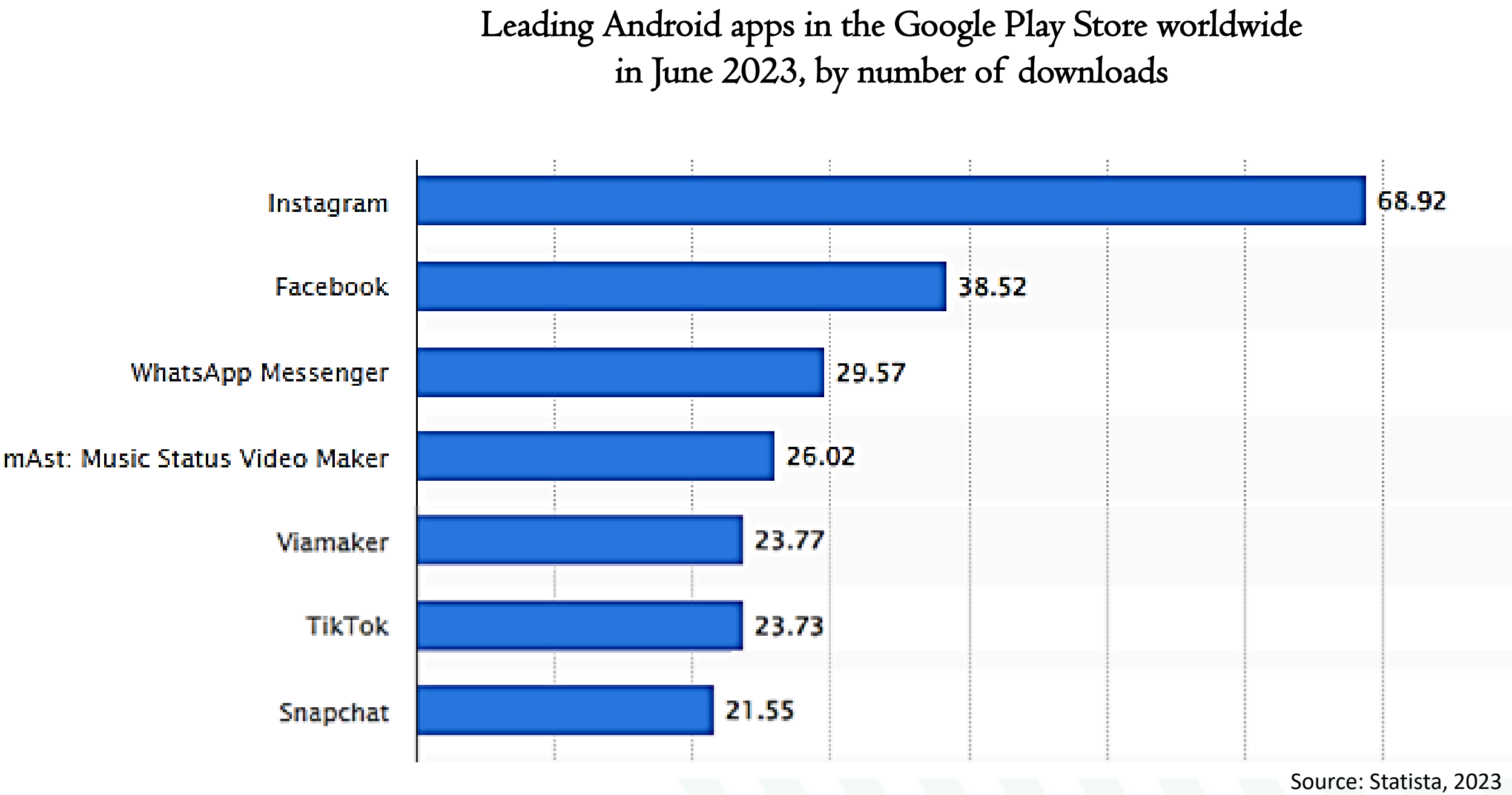
**Timesaving** - reducing the amount of time needed for doing something.  
*E.g. Washing machines and vacuum cleaners are timesaving devices.*

## 1. Answer the questions.

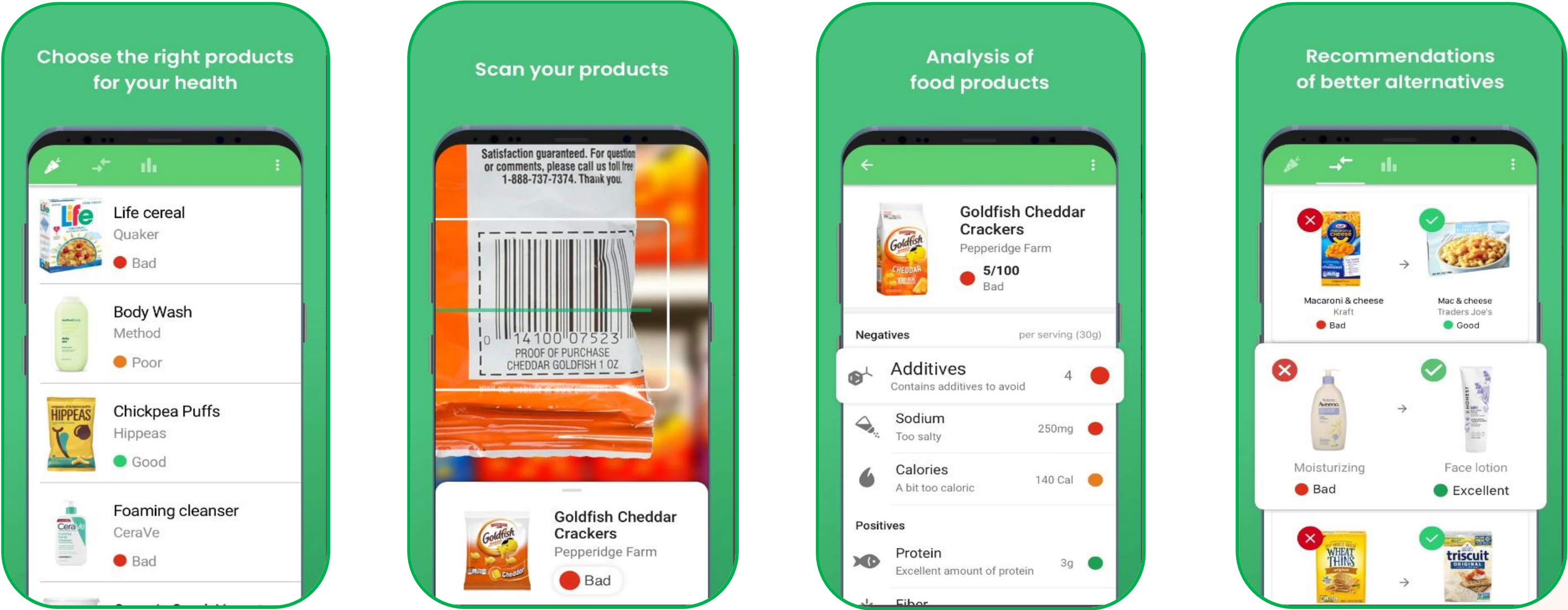
1. What's your favourite app? Why do you like it?
2. Do you use the apps below? Try to rank them by popularity, then check your ideas on the next page.



2. Discuss the statistics below with your teacher / partner. Were your ideas correct?



3. Look at the pictures below and try to guess what the Yuka app is for.



Audio 4.4

4. Listen to the audio and answer the questions.

1. What does Yuka do?
2. In which countries has it gained popularity?
3. What are the three criteria Yuka uses to evaluate food products?
4. What makes Yuka different from other similar apps?



Audio 4.4

5. Match (1-9) to (a-i) to make sentences from the audio. Then listen again and check.

- |                               |                                                                                                |
|-------------------------------|------------------------------------------------------------------------------------------------|
| 1. <b>As you know,</b> __     | a. there are no ads in the app.                                                                |
| 2. <b>In other words,</b> __  | b. many of us want to eat better and use good products.                                        |
| 3. <b>By the way,</b> __      | c. if you want to be healthier, Yuka is a great tool to use.                                   |
| 4. <b>Furthermore,</b> __     | d. Yuka knows about cosmetics, too.                                                            |
| 5. <b>Generally,</b> __       | e. if you scan a cookie, Yuka looks at sugar, additives, and if it's organic.                  |
| 6. <b>For example,</b> __     | f. Yuka helps you make good choices!                                                           |
| 7. <b>Aside from food,</b> __ | g. Yuka is a user-friendly app that helps you pick healthy products.                           |
| 8. <b>To summarize,</b> __    | h. Yuka became very popular in France, Belgium, and Spain.                                     |
| 9. <b>All in all,</b> __      | i. Yuka uses a database that contains 2 million food products and 1 million cosmetic products. |

6. Use the phrases in bold (1-9) from exercise 5 to give a short presentation about your favourite app.

## extra vocabulary

**Feature-rich** - a piece of software is said to be "feature-rich" when it has many options and functions.

*E.g. This feature-rich video editing software makes it easy to create professional-quality videos.*

## 1. Answer the questions.

1. What product did you recently buy?
2. Why did you choose this product?

## 2. Complete the definitions (1-2) with the words below.

**feature**

**benefit**

1. \_\_\_\_\_ a helpful or good effect, or something intended to help.
2. \_\_\_\_\_ a typical quality of a product.



**extra** vocabulary

**Seamless** - smooth and continuous, without noticeable change from one part to the next.

*E.g. The department hopes this will be a seamless transition from one computer system to another.*



Audio 4.5

3. Read the Context. Then listen to the audio and complete the table.

Context

Decorilla is an interior design company. They use special AR technology so you can see how the new design will look in your real room. Luca, the head designer, is at a local networking event and meets potential clients.

| AR design |          |
|-----------|----------|
| Features  | Benefits |
|           |          |

4. Complete the sentences with the words below.

- enable
  - benefit
  - time-consuming
  - let
  - feature
  - might
1. The main \_\_\_\_\_ of using Decorilla is our AR technology.
  2. It'll \_\_\_\_\_ you see changes in your space before they happen.
  3. Another useful \_\_\_\_\_ is the option to view different styles in a snap.
  4. And, it's a lot less \_\_\_\_\_ because you get immediate feedback.
  5. It \_\_\_\_\_ seem that way, but in fact, it's very user-friendly.
  6. It'll \_\_\_\_\_ you to integrate your ideas.

## Explaining the features and benefits

- The main benefit is ...
- It'll let you / It'll make it easier to ...
- It'll help you to / It'll enable you to ...
- Another useful feature is ...

## Comparing services and systems

- It's a lot more accurate
- It's a lot less time-consuming because ...
- The new system will be much ...
- One of the problems is that ...

## Asking questions and expressing concerns

- Will it let me / allow me to ... ?
- What happens if ... ?
- But wouldn't that ... ?
- I'm not convinced that ...
- I have a question, too.

## Handling questions and concerns

- That's a good question.
- That's true, but ...
- It might seem ... , but in fact ...
- I'm sure you'll find it much ...

**6.** Work with a partner / teacher. Your company has hired 12 new people and now there isn't enough space in the office. Instead of renting another office, one of the managers suggested buying space-saving smart furniture. You are having a meeting to decide on the best option.

## Student A:

You are a big fan of innovation and technology, the more unusual, the better. You think smart furniture is a very good idea but your partner has some concerns. Talk about the benefits of space-saving furniture and try to convince Student B.

## Student B:

You are the finance director. This year's budget is quite limited and you are cautious about spending money on furniture. Besides, most employees work from home. You think that it would be better to rent a coworking space. Talk to Student A and listen to the benefits. Ask questions and express your concerns.

### Explaining the features and benefits

- The main benefit is ...
- It'll let you / It'll make it easier to ...
- It'll help you to / It'll enable you to ...
- Another useful feature is ...

### Comparing services and systems

- It's a lot more accurate
- It's a lot less time-consuming because ...
- The new system will be much ...
- One of the problems is that ...

### Asking questions and expressing concerns

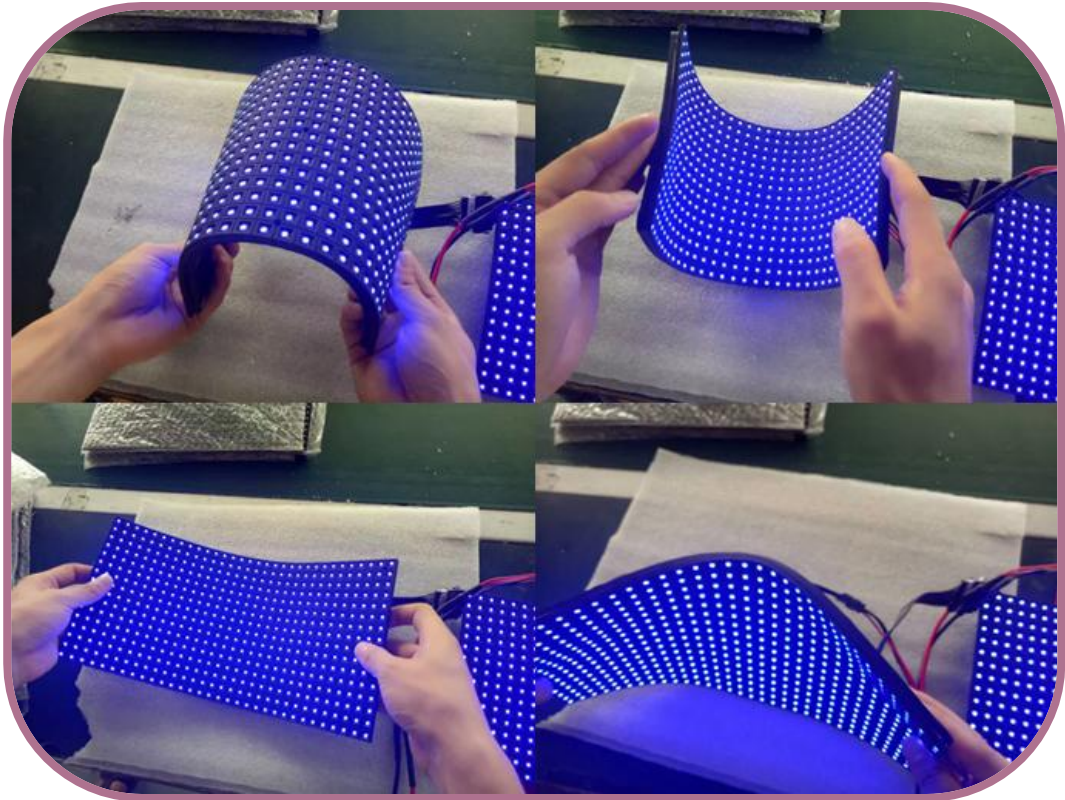
- Will it let me / allow me to ... ?
- What happens if ... ?
- But wouldn't that ... ?
- I'm not convinced that ...
- I have a question, too.

### Handling questions and concerns

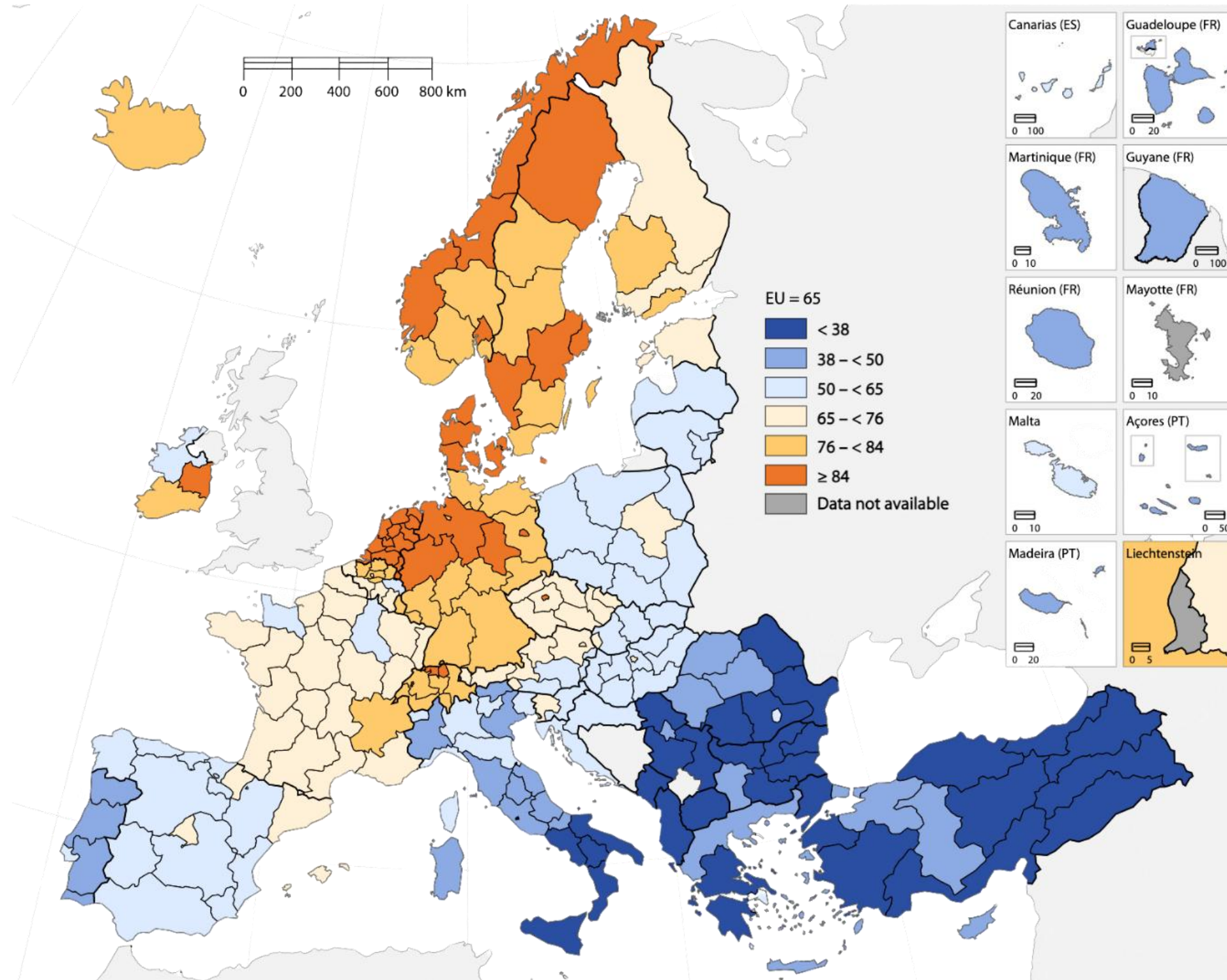
- That's a good question.
- That's true, but ...
- It might seem ... , but in fact ...
- I'm sure you'll find it much ...

7. Prepare a presentation about Flexible LED Screens. Use the information below.

| Flexible LED Screens                                     |                                                                 |
|----------------------------------------------------------|-----------------------------------------------------------------|
| Features                                                 | Benefits                                                        |
| <b>Flexible:</b> they can bend and fit different shapes. | <b>Useful Everywhere:</b> can be used for ads, events, and art. |
| Easy to carry and install.                               | Lower electricity bills                                         |
| Visible from different angles.                           | Durable and don't break easily                                  |



## People ordering goods or services online, 2020 (% of people aged 16-74 years)



### 1. Answer the questions.

1. What do you usually buy online / in-store?
2. Look at the picture and discuss the statistics with your teacher / partner. Do you agree with the results for your country?
3. Do you think it's possible to combine physical and digital shopping experience? How?

## 2. Read the text about phygital retail and answer the questions.

1. What is Phygital Retail?
2. How does a "smart mirror" work?
3. What do customers do at Nike's NYC store?
4. What can you do at Sephora's "virtual artist" station?

The world of shopping is constantly changing, and one of the most exciting developments is Phygital Retail. This term is a blend of "physical" and "digital." It means combining the traditional, in-person shopping experience with the digital world of e-commerce.

Imagine going to a clothing store. Instead of simply trying on clothes, you find a "smart mirror." This isn't just a regular mirror. It shows how an outfit would look in different colors, without you having to change clothes. Or it might suggest accessories to match what you're wearing. This is a Phygital experience. You're in a real store, but you're using digital technology to make your shopping better.

A great example of this is Nike's store in New York City. They have a treadmill where customers can test running shoes. As they run, cameras capture their movement and give feedback on how the shoe performs. This mixes the physical activity of trying on the shoe with digital analysis.

Another example is Sephora, a well-known cosmetics brand. In some of their stores, they have "virtual artist" stations. Customers can "try on" makeup digitally. A computer scans your face and shows how different products and shades would look on you. This way, you can experiment with many styles without actually applying any makeup.



### 3. Discuss with your teacher / partner:

1. What are the advantages of phygital retail? What are the disadvantages?
2. How would you use phygital retail in the places below?
  - travel agency
  - restaurant
  - museum
  - sports club
  - clothing store
  - supermarket
3. Think of 3 ways phygital retail can be applied to your company.

#### extra writing

How do you think shopping habits will change in 5 years' time? **(80-100 words).**

#### extra vocabulary

**Side benefit** - an additional advantage or good result that comes from something, besides its main purpose.

*E.g. A side benefit of the new policy is increased employee morale.*

## 1. Match the words to the correct definition (a) or (b).

### 1. efficient / up-to-date

- a) current or modern.
- b) doing something with less waste or effort.

### 2. handy / user-friendly

- a) useful and convenient.
- b) easy for people to use.

### 3. well designed / high-quality

- a) very good in standard.
- b) made in a good and thoughtful way.

### 4. accurate / secure

- a) correct and true.
- b) safe from danger or harm.

## 2. Replace the underlined words in sentences (1-8) with their synonyms below.

- efficient
- high-quality
- user-friendly
- handy
- well designed
- secure
- up-to-date
- accurate

1. Our office has modern equipment for video meetings.
2. Please be precise when you report the sales figures.
3. We need an effective strategy to increase our sales.
4. The company's website is functional but needs a new design.
5. We store all our data in a safe online system.
6. Attending the workshop was useful for learning about marketing.
7. Our new software is easy-to-use for all employees.
8. Our team offers top-notch customer service to our clients.

3. Match the sentences with the words that best illustrate their meaning.

1. Whenever I needed it, it was right there for me. \_\_\_\_\_

2. Every detail she mentioned was spot on. \_\_\_\_\_

3. With the new alarm, no one could get in without us knowing. \_\_\_\_\_

4. They completed the work much faster with the new method. \_\_\_\_\_

5. Even my grandmother had no trouble using the new device. \_\_\_\_\_

6. All the latest news was on that website. \_\_\_\_\_

7. The sound from the speakers was crystal clear. \_\_\_\_\_

8. Everything about it just felt right and thought-out. \_\_\_\_\_
- a. efficient

b. well designed

c. handy

d. high-quality

e. secure

f. up-to-date

g. user-friendly

h. accurate

4. Match the halves of the sentences.

1. It'll let you \_\_\_\_\_

2. With this app, it'll make it easier \_\_\_\_\_

3. It'll help you \_\_\_\_\_

4. Our online map will enable you to \_\_\_\_\_

5. Another useful feature is \_\_\_\_\_

6. It's a lot less \_\_\_\_\_

7. The new system will be much \_\_\_\_\_
- a. the built-in calendar reminder.

b. simpler for everyone to use.

c. find new places in your city.

d. to plan your week.

e. time-consuming because it does the math for you.

f. connect with friends from around the world.

g. to finish your homework faster.

5. Complete the text with the phrases below.

- it's a lot less time-consuming
- another useful feature
- the main benefit is
- it'll help you
- one of the problems
- it'll let you

Hello everyone,  
I want to talk about our Online Grocery Delivery.  
\_\_\_\_\_ <sup>1</sup> you can shop without leaving your home.  
\_\_\_\_\_ <sup>2</sup> choose your favorite food easily and \_\_\_\_\_ <sup>3</sup> to save time.  
\_\_\_\_\_ <sup>4</sup> is our recipe ideas. We suggest meals based on what you buy.  
\_\_\_\_\_ <sup>6</sup> because you don't have to go to the store.  
But, \_\_\_\_\_ <sup>7</sup> is that some fruits might not be perfect. We're trying to make it better.  
Thank you!

6. Give a short presentation about Uber using the linking words (1-11) and sentences (a-i). There are some linking words that you don't need.

- |                    |                                                                     |
|--------------------|---------------------------------------------------------------------|
| 1. Generally,      | a. Uber has introduced a new approach to transportation.            |
| 2. In other words, | b. Users can quickly request a car using their phones.              |
| 3. Particularly,   | c. The app continuously receives feature updates.                   |
| 4. By the way,     | d. People in big cities find Uber especially helpful for commuting. |
| 5. All in all,     | e. UberPOOL allows passengers to share rides with others.           |
| 6. Furthermore,    | f. UberBLACK provides users with a luxurious travel experience.     |
| 7. For example,    | g. The drivers ensure their cars remain clean and professional.     |
| 8. As a rule,      | h. Most users have enjoyable and smooth rides.                      |
| 9. Aside from,     | i. Uber focuses on a greener future with electric car options.      |
| 10. As you know,   |                                                                     |
| 11. To summarize,  |                                                                     |

7. Complete the sentences by putting the correct form of the adjectives in brackets and the modifiers: *much, far, a lot, a bit, slightly, a little*.

1. The new software is \_\_\_\_\_ (efficient) than the previous version.
2. Our Q3 results are \_\_\_\_\_ (promising) than Q2's.
3. The London branch is \_\_\_\_\_ (productive) this month.
4. After the training, the team became \_\_\_\_\_ (knowledgeable) about the product.
5. The marketing campaign for our latest product was \_\_\_\_\_ (successful) than the last one.
6. This year's conference was \_\_\_\_\_ (informative) than the previous one.
7. The feedback from our clients was \_\_\_\_\_ (positive) this time.
8. Our competitor's growth rate is \_\_\_\_\_ (fast) than ours.

8. Use your personal experience to complete the following sentences.

1. The job that I've got now is \_\_\_\_\_ than my previous one.
2. The project I handle now is \_\_\_\_\_ than the one I used to manage.
3. The communication tools we use today are \_\_\_\_\_ than what we had a few years ago.
4. The feedback I receive from my supervisor now is \_\_\_\_\_ than before.
5. The workload this month is \_\_\_\_\_ than last year.
6. The software we're using now is \_\_\_\_\_ than the older versions.