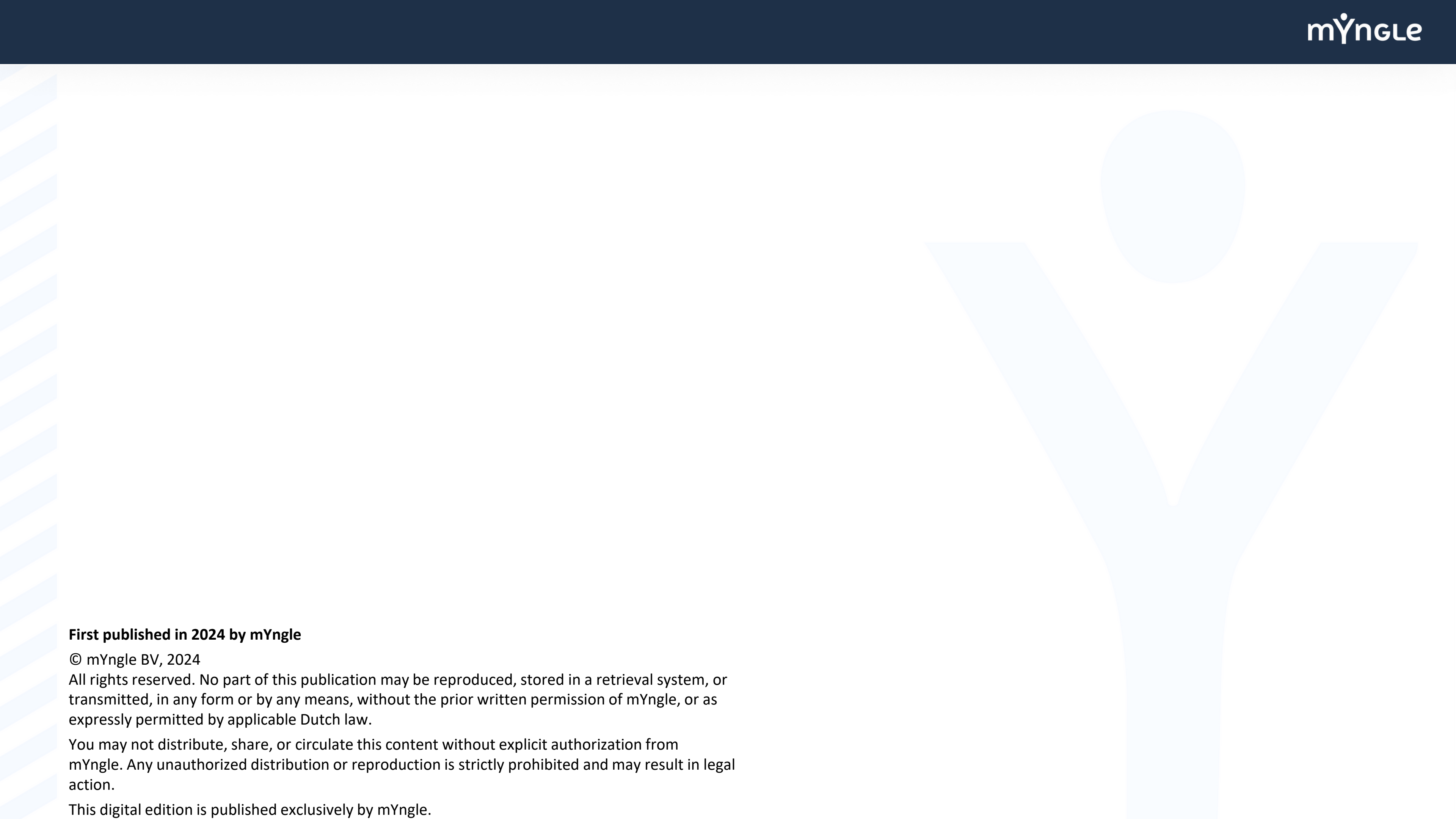


mYngle

Business Intermediate

Homework - Unit 5: Customers



The background features a dark blue header with the mYngle logo. On the left, there is a vertical decorative element consisting of a series of light blue diagonal stripes. On the right, there is a large, light blue stylized graphic of a person with arms raised, with a circular head.

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1-A. Read the article on Customer Service.

CUSTOMER SERVICE TRENDS: HOW CARE, SUPPORT, AND EXPERIENCE DRIVE LOYALTY AND SATISFACTION

In today's fast-paced business world, customer service plays a crucial role in a company's success. Businesses must meet customer expectations, which refers to what a customer thinks a product or service should be like. As customers become more informed and have access to a wider variety of choices, their expectations are higher than ever before. They not only want quality products but also excellent service to support their buying journey.

A key part of meeting these expectations is providing top-notch customer support. This involves having a dedicated team that helps customers solve problems related to the product or service they purchased. Whether it's through live chat, phone support, or email, businesses need to ensure that their customer support team is quick, effective, and knowledgeable to resolve issues as smoothly as possible.

However, good customer support is only one aspect of customer care, which goes beyond solving problems. Customer care is about looking after customers throughout their experience with the company. This includes everything from the moment they first interact with the company to after-sales follow-up. Businesses must ensure that customers feel valued, understood, and appreciated throughout their entire journey.

This leads us to the concept of customer experience. Customer experience refers to how buying and using a product or service feels for the customer. Every interaction, whether it's browsing the company's website or speaking with a customer service representative, contributes to the overall experience. Companies need to ensure that these interactions are seamless, pleasant, and consistent across all channels.

One of the most important outcomes of great customer service is customer satisfaction. When a company meets or exceeds customer expectations, it leads to high customer satisfaction. This means that customers are happy with what they got, not just with the product or service itself, but with how they were treated throughout their journey.

When a business consistently delivers a positive experience, it fosters customer loyalty. Customer loyalty refers to when customers keep buying from the same company because they trust the brand and feel confident that they will receive excellent service every time. Loyal customers are not only more likely to return but are also more likely to recommend the company to others.

In conclusion, the trends in customer service today revolve around providing a seamless, caring, and satisfying experience that meets customer expectations. By investing in strong customer support and ensuring excellent customer care, companies can improve customer satisfaction and build long-term customer loyalty, which ultimately drives business success.

1-B. Decide which sentence (1,2,3) best summarizes each paragraph (1-7).

Paragraph 1:

1. The speed of service is no longer as important as product quality for businesses.
2. Today, meeting customer expectations is crucial for success because customers have higher standards and more options.
3. Customer satisfaction now depends solely on the quality of the product, not on the service they receive.

Paragraph 2:

1. Customer support refers to the team that provides solutions to customers' problems after they purchase a product or service.
2. Customer support teams are responsible for marketing the company's services through social media.
3. Companies now prefer using only email for all customer service communications.

Paragraph 3:

1. Customer care is mainly focused on solving technical issues and refunding customers.
2. Customer care goes beyond problem-solving; it involves ensuring customers feel valued throughout their entire experience with the company.
3. Customer care is primarily about responding quickly to customer complaints and offering refunds.

Paragraph 4:

1. Customer experience is about how customers feel when they interact with a product or service, from the first moment they engage with a brand.
2. Customer experience is unrelated to how customers perceive the company's website or how they interact with it.
3. Customer experience is mainly focused on sales and marketing efforts, with little concern for the after-sales process.

Paragraph 5:

1. Customer satisfaction depends on how fast a company can deliver its products.
2. Customer satisfaction is not directly linked to how the company handles after-sales services or interactions with customers.
3. Customer satisfaction is achieved when customers are happy with both the product and the overall service they receive.

Paragraph 6:

1. Customer loyalty refers to customers who return to a company because of consistent positive experiences and trust in the brand.
2. Customer loyalty is mainly driven by promotional discounts and one-time offers, not by the quality of customer service.
3. Customer loyalty has very little to do with how customers feel about their interactions with a company.

Paragraph 7:

1. Building customer loyalty and satisfaction requires offering better discounts and promotions compared to competitors.
2. Companies can build customer loyalty and satisfaction by consistently meeting or exceeding expectations, ensuring seamless customer experiences, and delivering great service.
3. Customer service today focuses mostly on resolving technical issues and not on building long-term relationships with customers.

2. Decide if the following statements (1-10) are true or false.

1. **Customer expectations** refer to how satisfied customers are with a product or service.
2. **Customer support** involves a team helping customers solve problems after a purchase.
3. **Customer care** is only about providing technical solutions to customer issues.
4. **Customer experience** includes how customers feel when interacting with a company's product or service.
5. **Customer satisfaction** is only based on the quality of the product, not the service provided.
6. **Customer loyalty** happens when customers repeatedly buy from a company due to consistent positive experiences.
7. Offering frequent discounts is the main way to ensure **customer loyalty**.
8. **Customer satisfaction** can be improved by providing both excellent products and service.
9. The **customer experience** only includes interactions after a sale is made.
10. **Customer support** is mainly about marketing the company's products.

3. Complete the sentences using the correct vocabulary word from the box below.

- customer expectations
- customer support
- customer care
- customer experience

- customer satisfaction
- customer loyalty
- customer service

1. A company's _____ team is responsible for helping customers with any issues they face after purchasing a product or service.
2. Ensuring a seamless _____ across all interactions, from the first visit to the website to after-sales support, is essential for building a strong relationship with customers.
3. When a business exceeds _____, it can increase sales and build a positive reputation in the market.
4. Consistently delivering good products and exceptional _____ can encourage customers to return again and again, creating _____.
5. _____ involves looking after customers throughout their experience with a brand, making sure they feel valued and understood.
6. High levels of _____ are achieved when customers are happy with both the product they receive and the support they get from the company.
7. A successful business needs to meet and exceed _____ to ensure customers are satisfied with both the product and the overall experience.



1. Read the text about Customer Brilliance: Real People or AI? and answer the following questions (1-5).

1. What is one of the main advantages of using real people in customer service?
2. How does AI help companies respond to customers more efficiently?
3. What is the key challenge of relying solely on AI for customer service?
4. How can a combination of AI and human support provide better customer service?
5. What should always be the ultimate goal of customer service, according to the text?

Customer Brilliance: Real People or AI?

As businesses evolve and technology advances, companies are constantly exploring the best ways to provide excellent service. The growing reliance on artificial intelligence (AI) has sparked an interesting debate: should customer support be driven by real people or AI? Both approaches offer different stimulus for business growth, and each has its advantages. But which one truly delivers customer brilliance?

Real people have always been at the heart of customer service. When a company has friendly and knowledgeable staff, it tends to catch someone's eye quickly. Personal interactions are often beyond expectations because customers feel understood and valued. Human employees can offer personalized care, looking after customers' needs in ways that AI might struggle with. People can build relationships, which creates a sense of trust and loyalty. This is especially important in industries where emotional intelligence is necessary, such as healthcare or hospitality.

On the other hand, AI is becoming more in demand as companies look for faster, more efficient ways to respond to customers. AI can handle multiple queries at once and provide instant solutions, which is a huge advantage in the digital age. Tools like chatbots and virtual assistants are great at providing basic information, and they never get tired. AI can even highlight important customer data, allowing businesses to make smarter decisions. For companies with a large volume of customer inquiries, AI can be an effective solution to keep up with demand. However, AI can lack the personal touch that makes customers feel truly understood.

So, which option satisfies customers more? It depends. Many customers prefer the speed and convenience that AI offers, while others value the personal touch that human interaction provides. For businesses, the best solution might be a combination of both. AI can handle the initial requests quickly, while human employees step in when more personalized care is needed. This approach ensures that customers are not only satisfied with quick responses but also feel looked after when it matters most.

In conclusion, delivering customer brilliance is about finding the right balance. Whether it's AI or real people, the goal should always be to go beyond expectations and satisfy customers in ways that create lasting loyalty.

2. Find a word/phrase from the text that matches the following definitions (1-9).

1. When something turns out better than what was initially anticipated. _____
2. Something that encourages or provokes a reaction or response. _____
3. To make someone feel pleased or content with what they received. _____
4. Consistent support or faithfulness shown to a person or brand over time. _____
5. When something or someone is highly sought after or desired by many people. _____
6. To attract attention or stand out to someone. _____
7. To show concern or provide attention to someone's needs or well-being. _____
8. The act of providing help or doing work for someone, typically as part of a job. _____
9. To emphasize or draw special attention to something important. _____

3. Rewrite the following sentences 1-9 using the word in parenthesis. Do not change the meaning of the first sentence.

1. The product performed better than we expected.
(Beyond expectations) _____.
2. The new marketing campaign sparked a lot of reactions.
(Stimulus) _____.
3. We need to make sure our customers are happy with the service.
(Satisfy) _____.
4. Our customers keep coming back because they trust us.
(Loyalty) _____.
5. This new gadget is really popular right now.
(Be in demand) _____.
6. The bright packaging made the product stand out on the shelf.
(Catch someone's eye) _____.
7. We always make sure to take care of our customers.
(Care) _____.
8. Providing assistance to customers is an essential part of our job.
(Service) _____.
9. The report emphasized the importance of customer satisfaction.
(Highlight) _____.

Present tenses for future reference

1. Using the Present Simple for Future Scheduled Events:

We can use the present simple to talk about events that are on a schedule or timetable in the future. These are things that we cannot change, like meetings or transport times.

- **Example:** "The meeting **starts** at 9 AM tomorrow."
- **Explanation:** We use "starts" (present simple) because the meeting is on a fixed schedule.

2. Using the Present Continuous for Future Definite Arrangements:

The present continuous is used when we talk about plans that are already made and confirmed for the future. These plans usually have a specific time or place.

- **Example:** "I'm **meeting** the client at 2 PM next Monday."
- **Explanation:** Here, "I'm meeting" is the present continuous, used because the arrangement is fixed and definite.

3. Using "Plan," "Hope," "Intend," and "Expect" for Future Plans:

We use verbs like **plan**, **hope**, **intend**, or **expect** followed by "to + infinitive" when we are talking about things we want or plan to do in the future.

- **Example:** "We **plan to launch** the new product next month."
- **Explanation:** "Plan to launch" shows what the company intends to do in the future.

4. Using "Be" + Adjectives to Talk About Future Availability:

We use **be** + adjectives like **free** or **available** to talk about whether someone or something will be available in the future.

- **Example 1:** "I **am free** to discuss the contract on Friday."
- **Example 2:** "Our manager **is available** for the meeting at 3 PM tomorrow."
- **Explanation:** "Am free" and "is available" are used to talk about availability in the future.

1. Fill in the blanks with the correct form of the verb in parenthesis.

1. The webinar _____ (start) in five minutes.
2. We _____ (plan / launch) the new website next month.
3. The course _____ (begin) next week.
4. The annual company meeting _____ (be) in April.
5. The manager _____ (expect / meet) with the client on Tuesday.
6. The office party _____ (take place) next Friday.
7. I _____ (hope / finish) the project by the end of this week.
8. We _____ (expect / sign) the contract next week.
9. Our plane _____ (depart) at 8:30 AM on Friday.
10. He _____ (be available/ meet) at 2 PM on Friday.
11. The client _____ (call) us at 4 PM today.
12. They _____ (plan/ hold) a meeting next Monday.
13. I _____ (be free / discuss) the proposal tomorrow morning.
14. We _____ (intend /hire) new staff by the end of the year.
15. I _____ (plan /meet) with the marketing team on Wednesday.
16. She _____ (intend/ speak) at the conference in April.
17. The meeting _____ (finish) at 3 PM this afternoon.

2. Correct the mistakes from each of the sentences.

1. The meeting is starting at 9 AM tomorrow.
2. We are plan to launch the new website next month.
3. The flight leaves at 7:00 AM, but I am not sure if I catch it.
4. The manager hopes meeting the client on Tuesday.
5. Our office party is take place next Friday.
6. We expect signing the contract next week.
7. The sales team discuss the results at 10 AM tomorrow.
8. I am free discuss the project tomorrow.
9. The product launch is happen on Thursday at 11 AM.
10. We look forward to achieve all our goals by the end of the week.

3. Fill in the blanks with the correct form of the verb in parentheses.

Our Company's Busy Week Ahead

Next week is going to be extremely busy for our company. On Monday, the annual strategy meeting _____ (1. start) at 9 AM, where we _____ (2. discuss) the company's long-term goals. After that, our marketing team _____ (3. meet) with a new client at 2 PM. They _____ (4. hope/secure) a deal to run their next big advertising campaign.

On Tuesday, we _____ (5. host) a webinar for our international partners. It _____ (6. begin) at 10 AM and _____ (7. last) for three hours. Our IT department _____ (8. be) on standby to assist with any technical issues during the session. The webinar _____ (9. finish) at 1 PM, and after that, the sales team _____ (10. plan/review) last quarter's performance in a special meeting.

Wednesday _____ (11. be) a crucial day for us. The CEO _____ (12. arrive) from the headquarters at 8 AM. We _____ (13. prepare) a presentation for him, and the management team _____ (14. present) the quarterly financial report. Later in the afternoon, our HR department _____ (15. hold) interviews for new positions in the marketing team. They _____ (16. be free/speak) with applicants from 2 PM onwards.

On Thursday, our new product line _____ (17. launch) at 11 AM. This is an exciting time for us, and we _____ (18. expect/see) high demand for the product immediately. Our PR team _____ (19. organize) a press conference right after the launch to answer any questions from the media.

Finally, on Friday, the week _____ (20. conclude) with the monthly board meeting. It _____ (21. start) at 9 AM, and the key focus of this meeting _____ (22. be) to discuss the company's expansion strategy. Our senior managers _____ (23. be available/answer) any questions from the board during the meeting.

All in all, it's a packed week, and we _____ (24. look forward/achieve) all our goals on time.

1. Read the following conversations and underline all the expressions for apologizing.

Conversation 1

Manager: Hi, I noticed an error in the email sent to the client. It had the wrong deadline.

Employee: Please accept my sincerest apologies for the mistake. I'd like to apologize for the situation.

Manager: This could cause some confusion.

Employee: I owe you an apology for any trouble this may have caused. There is absolutely no excuse for my mistake.

Manager: It's important to double-check next time.

Employee: I accept full responsibility. My apologies for any trouble.

Conversation 2

Colleague 1: You're late again for the team meeting!

Colleague 2: I'm so sorry about it. I messed up. Sorry!

Colleague 1: This is becoming a habit.

Colleague 2: I feel terrible about it. It was all my fault, really. Please don't be mad at me.

Colleague 1: Just try to be on time next week, okay?

Colleague 2: You're right, I take all the blame. I won't let it happen again.

Conversation 3

Client: I was told the product would be delivered today, but it hasn't arrived.

Account Manager: I deeply apologize for the situation.

Client: This has caused quite a disruption on our end.

Account Manager: I cannot say how sorry I am for the situation.

Client: Can we expect it to be delivered tomorrow?

Account Manager: Yes, it will be delivered first thing tomorrow morning. I wish to extend my formal apologies for this delay.

Conversation 4

Team Leader: I noticed the report wasn't submitted by the deadline yesterday.

Team Member: I'm so embarrassed. I didn't mean to miss the deadline. How thoughtless of me!

Team Leader: We were counting on that report to move forward.

Team Member: Sorry. It was all my fault. I don't know what to say, I messed up.

Team Leader: Just make sure it's done by the end of today.

Team Member: You're right to blame me. My apologies! I'll have it done by the end of the day, no excuses.

Conversation 5

Client: We experienced downtime on your platform for over an hour. What happened?

Technical Support: Please forgive me for the technical issues. I must offer my most sincere apologies for any trouble this caused.

Client: This was a serious inconvenience for us.

Technical Support: I accept full responsibility. I regret any inconvenience I may have caused.

Client: Will this issue happen again?

Conversation 6

Manager: I heard you missed the call with the client this morning. What happened?

Employee: Excuse me for missing the call. I know it was wrong of me to not set a reminder.

Manager: This client is important, and they were waiting for you.

Employee: I know. If I could turn back the clock, I wouldn't have missed it. My bad! I'll call them right away to apologize and reschedule.

Manager: Make sure this doesn't happen again.

Employee: Absolutely, it won't. I'll take care of it immediately.

Technical Support: We are working to ensure it doesn't happen again.

2. Now, organize all the phrases in the table below.

Formal	Informal

3. For each situation write a suitable response using the word between parenthesis.

1.

You completely forgot to reply to an important email from a client.
(forgive) _____.
2.

A major project deadline was missed because of your error.
(owe) _____.
3.

You were late to a meeting and interrupted it when you walked in.
(excuse me) _____.
4.

You forgot to bring an important report to a team meeting.
(Sorry!) _____.
5.

The product delivery you arranged arrived three days late.
(deeply) _____.
6.

You accidentally sent the wrong file to your manager.
(apologies!) _____.
7.

You misunderstood a task, and now it's not done properly.
(mad) _____.
8.

Your colleague is upset because you didn't invite them to an important meeting.
(trouble) _____.
9.

You've caused confusion by giving incorrect information during a client call.
(offer) _____.

1. Complete the dialogues with the phrases in the boxes.

1. The reason I'm calling is ...
2. I'm calling to arrange ...
3. It's about our meeting next ...
4. Can we arrange a meeting?
5. What about ...
6. Is Friday any good?

7. Does Thursday morning suit you?
8. Yes, of course. That suits me.
9. That's good for me.
10. I'm afraid I can't come on ...
11. I'm sorry but I can't make it.
12. I'm not free on ...

13. Can we make it later?
14. Can we move it back to ...
15. Can we bring it forward to ...
16. The afternoon is convenient.
17. So that's Friday at two.

Dialogue 1: Arranging a Meeting

Paul: Hi Jane, 1. _____ to discuss the upcoming product launch. 2. _____ to go over the details?

Jane: Sure, 3. _____ next Tuesday afternoon?

Paul: I'm afraid 4. _____ Tuesday. 5. _____ Monday instead?

Jane: Let me check... 6. _____.

Dialogue 2: Suggesting and Confirming Times

Sarah: 7. _____ a follow-up meeting regarding the sales report. 8. _____?

John: Actually, 9. _____ Thursday morning. How about Friday?

Sarah: 10. _____ for you in the afternoon?

John: Yes, 11. _____ for me.

Sarah: Great. 12. _____. I'll send a confirmation.

Dialogue 3: Changing Arrangements

Mark: 13. _____ Wednesday at 10 a.m. 14. _____ Thursday instead?

Anna: I'm sorry, but 15. _____ on Thursday. 16. _____ on the day on Wednesday?

Mark: Sure, how about 3 p.m. instead?

Anna: 17. _____. I'll see you at 3 p.m. on Wednesday.

2. Match the sentences halves (Part A and Part B).

Part A 1. The reason I'm calling is to discuss 2. I'm calling to arrange a follow-up call. 3. Does Friday morning suit 4. It's about our presentation next Thursday. 5. Can we fix a date to meet next week? 6. What about Tuesday at 7. Can we arrange a meeting 8. Is Thursday afternoon	Part B a. convenient? Is that time okay for you? b. you for a product review meeting? c. next week's marketing strategy. d. next Wednesday? e. Should we meet at 2 PM? f. 10 AM for the client meeting? g. Are you available now? h. to discuss the new project proposal?
---	--

3. Imagine you work for a company, and you need to arrange or change some business meetings. Use the phrases provided below to write short emails or messages.

- Phrases you should use:**
- The reason I'm calling/emailing is ...
 - Can we arrange a meeting?
 - Does ... suit you?
 - I'm sorry, but I can't make it ...
 - Can we move it back to ...?
 - Can we bring it forward to ...?
 - Is ... convenient for you?
 - We've confirmed ...



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Business Intermediate

Unit 5: Customers

Homework – Answer Key

Exercise 1-B

Paragraph 1: Correct Sentence: 2.

"Today, meeting customer expectations is crucial for success because customers have higher standards and more options."

Justification: The paragraph focuses on how customers today have higher expectations due to increased choices, and meeting these expectations is key to business success. The sentence highlights the importance of aligning with these elevated customer standards. The other two options either dismiss the importance of service (which is mentioned) or incorrectly state that product quality alone is enough.

Paragraph 2: Correct Sentence: 1.

"Customer support refers to the team that provides solutions to customers' problems after they purchase a product or service."

Justification: The paragraph defines **customer support** as the team that helps solve problems for customers after they've made a purchase. The correct sentence clearly defines customer support in line with this focus. The other sentences talk about marketing and communications, which are not relevant to the paragraph's content.

Paragraph 3: Correct Sentence: 2.

"Customer care goes beyond problem-solving; it involves ensuring customers feel valued throughout their entire experience with the company."

Justification: The paragraph explains that **customer care** is more comprehensive than just solving issues—it's about ensuring that customers feel valued during the entire experience with the company. Sentence 2 captures this idea fully. The other sentences focus only on technical issues or quick fixes, which are too narrow for the paragraph's scope.

Paragraph 4: Correct Sentence: 1.

"Customer experience is about how customers feel when they interact with a product or service, from the first moment they engage with a brand."

Justification: The paragraph describes **customer experience** as the entire journey a customer has with a brand, including all interactions. Sentence 1 emphasizes the full experience from the initial interaction, which aligns with the paragraph's message. The other options misrepresent the broad nature of customer experience.

Paragraph 5: Correct Sentence: 3.

"Customer satisfaction is achieved when customers are happy with both the product and the overall service they receive."

Justification: The paragraph discusses how **customer satisfaction** is not only about the product but also about the entire service experience. Sentence 2 reflects this balance, while the other sentences focus too much on delivery speed or dismiss after-sales service, which doesn't align with the paragraph's point.

Paragraph 6: Correct Sentence: 1.

"Customer loyalty refers to customers who return to a company because of consistent positive experiences and trust in the brand."

Justification: The paragraph defines **customer loyalty** as returning customers who have consistently positive experiences and trust the brand. Sentence 1 correctly captures this concept. The other options incorrectly suggest loyalty is driven by discounts or that it has little to do with customer service.

Paragraph 7: Correct Sentence: 2.

"Companies can build customer loyalty and satisfaction by consistently meeting or exceeding expectations, ensuring seamless customer experiences, and delivering great service."

Justification: The paragraph summarizes how companies can foster both **customer satisfaction** and **customer loyalty** by delivering excellent service and seamless experiences. Sentence 2 reflects the focus on exceeding expectations and providing consistent service. The other sentences emphasize discounts or just resolving issues, which is not the main point of the paragraph.

Exercise 2

1. **False** – Customer expectations refer to what customers think a product or service should be like, not satisfaction.
2. **True** – Customer support involves helping customers solve problems after they purchase a product or service.
3. **False** – Customer care is about looking after customers, not just solving technical issues.
4. **True** – Customer experience is how buying and using a product or service feels for the customer.
5. **False** – Customer satisfaction depends on both the product quality and the service provided.
6. **True** – Customer loyalty happens when customers keep buying from a company due to positive experiences.
7. **False** – While discounts can help, customer loyalty is mainly driven by consistent positive experiences, not just discounts.
8. **True** – Customer satisfaction improves when companies offer both great products and service.
9. **False** – Customer experience includes interactions at all stages, not just after a sale.
10. **False** – Customer support is focused on solving problems, not marketing.

Exercise 3

1. **customer support** – a company's customer support team helps with issues after a purchase.
2. **customer experience** – ensuring a seamless customer experience across all interactions builds strong relationships.
3. **customer expectations** – meeting or exceeding customer expectations increases sales and builds a positive reputation.
4. **customer service** and **customer loyalty** – delivering good products and excellent customer service encourages repeat business, building loyalty.
5. **customer care** – customer care means looking after customers and ensuring they feel valued.
6. **customer satisfaction** – high satisfaction comes when customers are happy with both the product and the support they receive.
7. **customer expectations** – a successful business must meet and exceed customer expectations to ensure satisfaction.

Exercise 1

1. Real people in customer service can build relationships with customers, offering personalized care and creating trust and loyalty.
2. AI can handle multiple queries at once, provide instant solutions, and highlight important customer data, making responses faster and more efficient.
3. The key challenge of relying solely on AI is that it may lack the personal touch that makes customers feel understood and valued.
4. A combination of AI and human support allows AI to handle initial requests quickly, while human employees step in when more personalized care is needed.
5. The ultimate goal of customer service should always be to go beyond expectations and satisfy customers in ways that create lasting loyalty.

Exercise 2

1. Beyond expectations
2. Stimulus
3. Satisfy
4. Loyalty
5. Be in demand
6. Catch someone's eye
7. Care
8. Service
9. Highlight

Exercise 3

1. The product performed beyond expectations.
2. The new marketing campaign acted as a stimulus for a lot of reactions.
3. We need to make sure our service satisfies the customers.
4. Our customers keep coming back because of their loyalty to us.
5. This new gadget is really in demand right now.
6. The bright packaging caught someone's eye on the shelf.
7. We always make sure to show care for our customers.
8. Providing service to customers is an essential part of our job.
9. The report highlighted the importance of customer satisfaction.

Exercise 1

- | | |
|--------------------|--------------------------|
| 1. starts | 10. is available to meet |
| 2. plan to launch | 11. calls |
| 3. begins | 12. plan to hold |
| 4. is | 13. am free to discuss |
| 5. expects to meet | 14. intend to hire |
| 6. takes place | 15. plan to meet |
| 7. hope to finish | 16. intends to speak |
| 8. expect to sign | 17. Finishes |
| 9. departs | |

Exercise 2

1. The meeting **starts** at 9 AM tomorrow.
2. We **plan** to launch the new website next month.
3. The flight **leaves** at 7:00 AM, but I **am not sure if I will** catch it.
4. The manager **hopes to meet** the client on Tuesday.
5. Our office party **takes place** next Friday.
6. We **expect to sign** the contract next week.
7. The sales team **is discussing** the results at 10 AM tomorrow.
8. I **am free to discuss** the project tomorrow.
9. The product launch **happens** on Thursday at 11 AM.
10. We **look forward to achieving** all our goals by the end of the week.

Exercise 3

- | | |
|--------------------|-------------------------------|
| 1. starts | 13. are preparing |
| 2. are discussing | 14. are presenting |
| 3. are meeting | 15. are holding |
| 4. hope to secure | 16. are free to speak |
| 5. are hosting | 17. launches |
| 6. begins | 18. expect to see |
| 7. lasts | 19. are organizing |
| 8. will be | 20. concludes |
| 9. finishes | 21. starts |
| 10. plan to review | 22. is |
| 11. is | 23. are available to answer |
| 12. arrives | 24. look forward to achieving |

Exercise 1

1. Please accept my sincerest apologies for (conv. 1)
2. I owe you an apology for (conv. 1)
3. I accept full responsibility. (conv. 1)
4. My apologies for any trouble. (conv. 1)
5. I'm so sorry about it. (conv. 2)
6. I messed up. Sorry! (conv. 2)
7. I feel terrible about it. (conv. 2)
8. Please don't be mad at me. (conv. 2)
9. You're right, I take all the blame. (conv. 2)
10. I deeply apologize for the situation. (conv. 3)
11. I cannot say how sorry I am (conv. 3)
12. I wish to extend my formal apologies for this delay. (conv. 3)
13. I'm so embarrassed. (conv. 4)
14. How thoughtless of me! (conv. 4)
15. Sorry. It was all my fault. (conv. 4)
16. You're right to blame me. (conv. 4)
17. My apologies! (conv. 4)
18. Please forgive me for (conv. 5)
19. I must offer my most sincere apologies for any trouble this caused. (conv. 5)
20. I accept full responsibility. (conv. 5)
21. I regret any inconvenience I may have caused. (conv. 5)
22. Excuse me for (conv. 6)
23. I know it was wrong of me (conv. 6)
24. If I could turn back the clock (conv. 6)
25. My bad! (conv. 6)

Exercise 2

Formal	Informal
• Please accept my sincerest apologies for... • Please forgive me for... • I would like to apologize for... • I owe you an apology for... • My apologies for any trouble. • I deeply apologize for the situation. • I accept full responsibility. • I regret any inconvenience I may have caused. • I cannot say how sorry I am. • I must offer my most sincere apologies. • I wish to extend my formal apologies.	• Excuse me for... • I'm so sorry about it • I'm so embarrassed. I didn't mean to... • How thoughtless of me • Sorry. It was all my fault. • Please don't be mad / angry at me. • I don't know what to say. • I take all the blame. • You are right to blame me. • I know it was wrong of me • If I could turn back the clock, ... • My bad! • I messed up. Sorry! • My apologies! • I feel terrible about it, sorry.

Exercise 3

1. Please forgive me for not replying in time.
2. I owe you an apology for missing the deadline.
3. Excuse me for being late to the meeting.
4. I messed up. Sorry!
5. I deeply apologize for the situation.
6. My apologies!
7. I'm so sorry about it.
8. Please don't be mad at me.
9. My apologies for any trouble.
10. I must offer my most sincere apologies for any trouble this caused.

Exercise 1

1. The reason I'm calling is ...
2. Can we arrange a meeting
3. What about ...
4. I'm not free on ...
5. Can we bring it forward to
6. Yes, of course. That suits me.
7. I'm calling to arrange ...
8. Does Thursday morning suit you?
9. I'm afraid I can't come on ...
10. Is Friday any good?
11. The afternoon is convenient.
12. So that's Friday at two.
13. It's about our meeting next ...
14. Can we move it back to ...
15. I'm sorry but I can't make it.
16. Can we make it later?
17. That's good for me.

Exercise 2

1. **The reason I'm calling is** to discuss **c.** next week's marketing strategy
2. **I'm calling to arrange** a follow-up call **g.** Are you available now?
3. **Does** Friday morning **suit you b.** for a product review meeting?
4. **It's about** our presentation next Thursday. **e.** Should we meet at 2 PM?
5. **Can we fix a date to meet** next week **h.** to discuss the new project proposal?
6. **What about** Tuesday at **f.** 10 AM for the client meeting?
7. **Can we arrange a meeting d.** next Wednesday?
8. **Is** Thursday afternoon **a. convenient?** Is that time okay for you?

Exercise 3

Dear Sarah,

The reason I'm emailing is to arrange a meeting to go over the quarterly sales report. **Can we arrange a meeting** for next week?

Does Thursday at 10 a.m. or Friday at 3 p.m. **suit you?**

Please let me know if either of these times is convenient for you, and we can confirm the final time.

Best regards,

Mark

Dear Michael,

I'm writing to schedule a follow-up meeting about the client feedback we received. **Can we arrange a meeting? Is** Wednesday at 2 p.m. **convenient for you?**

If this time works for you, I will send a meeting invitation. Let me know if you would prefer another time, and we can move it accordingly.

Best regards,

Emily

Dear Paul,

I hope you're well. **I'm sorry, but I can't make it** to our meeting on Thursday afternoon. **Can we move it back to** Friday at 11 a.m. instead?

Please let me know if this time suits you, and I'll confirm the new meeting time.

Thanks,

Alex