



IS THE CUSTOMER ALWAYS RIGHT?

EXERCISES & ANSWER KEY

EXERCISES

Listening Comprehension Exercise

1. Attitudes towards customer service and the rights of the customer vary from country to country.
 - a) TRUE
 - b) FALSE
2. Europe is economically very strong at the moment.
 - a) TRUE
 - b) FALSE
3. Why do European customers have more power than before?
 - a) Because they have more money than before.
 - b) Shops have to compete more to get customers' business.
 - c) Because of the increase in foreign imported goods.
4. Prices in Europe have been rising recently.
 - a) TRUE
 - b) FALSE
5. What do waiters often do in America? (select more than one item)
 - a) Compliment you on your clothes
 - b) Greet you with a handshake
 - c) Ask about your day
 - d) Frequently return to your table to check you're happy with the meal.
 - e) Remind you to give them a tip
 - f) Thank you for choosing the restaurant
6. People from different countries appear to want different types of customer service.
 - a) TRUE
 - b) FALSE
7. Older Chinese people expect and prefer fixed prices when they go shopping.
 - a) TRUE
 - b) FALSE
8. Older Chinese people like haggling when they go shopping, although they don't like haggling for clothes.
 - a) TRUE
 - b) FALSE
9. Older Chinese people will ask for a lower price if they find even the smallest fault on an item of clothing.
 - a) TRUE
 - b) FALSE

10. Hagglng is uncommon in European and American shops.
 - a) TRUE
 - b) FALSE

11. What should employers do to ensure their staff give good customer service?
 - a) Ensure that their staff don't work long hours.
 - b) Give their staff a higher salary.
 - c) Treat their staff well.

12. What encourages American sales and service personnel to provide good customer service? (select more than one item)
 - a) Tips
 - b) High salary
 - c) Short working week
 - d) Commission

Article Completion Exercise

- (1) _____ the customer is right or not seems to
- (2) _____ which country you are in. The way we shop shows our
- (3) _____ other people and also the way we see ourselves.

Recent economic hardship in Europe has given customers more power as shops now have to (4) _____ to win their (5) _____. This has (6) _____ falling prices, plenty of special offers and a closer examination of what customer service (7) _____.

It is said that America has excellent customer service. In restaurants, for example, waiters (8) _____ you on your clothes and ask about your day. They then return to your table every ten minutes to make sure that you are (9) _____ your meal.

Anyone who has waited more than 30 minutes for their meal in a restaurant (10) _____ such service, but do we really want American (11) _____ service? It is more (12) _____ people from different countries wanting different types of customer service.

Older Chinese people are (13) _____ when they go shopping. Even when buying clothes they (14) _____ until the clothes are on sale, and then haggle until they get an (15) _____ price. If there is a small fault with the product, an even lower price (16) _____. These haggling tactics are (17) _____ and certainly (18) _____ in a shop in America or Europe.

Employees will provide better service if they (19) _____ by their company. As American sales and service personnel (20) _____ their (21) _____ and tips, they have more (22) _____ to provide better service to their customers. But (23) _____?

Do we think it is fair to ask shop workers to work late evenings, weekends and 12-hour (24) _____? Does it agree with our picture of society? It might not be (25) _____ "Is the customer always right?" but a case of "(26) _____ is it fair to expect?"

a case of a question of are treated well commission compete more
compliment cultural custom depend on even better happy with How much
service incentive is this fair might wait might well dream of really means
relationships with rely on resulted in shifts style used to haggling
Whether will be expected would not work

Key Words and Expressions Exercise

1. _____ or not we choose to use this supplier is the decision of the Production Manager.
2. The company has _____ doubled the number of employees in the sales team.
3. Sales staff in the store receive a set salary, plus a 10% _____.
4. Since I no longer have a majority share holding, I have lost much of my _____ and influence in the company.
5. Don't rush, we have _____ of time.
6. The company has a reputation for _____ its staff very well.
7. You can _____ Amy to do the job well; she is an excellent worker.
8. I never _____ that one day I'd be the CEO of the company.
9. If you want to make her happy, _____ her on her appearance.
10. A major auto manufacturer has had to recall a number of their vehicles due to their _____ brake systems.
11. In India, customers are expected to _____ when they buy anything from a shop.
12. Steve works 12-hour _____ in his job as an airport fireman.
13. I don't think you're plan is going to _____, but we'll give it a try.
14. He's a very _____ person, so he won't give up until he wins.
15. Engineers are _____ the wreckage of the aircraft in an attempt to determine why it crashed.
16. Sales in the second quarter were _____ higher than the record sales of the first quarter.
17. The U.S. and Canada are _____ quite similar.
18. The coach has called a meeting with the players to discuss _____ for today's game.
19. Paul is experiencing financial _____ at the moment. He can't afford to take a holiday this year.
20. Large commissions are a powerful _____ for sales staff working in this store.
21. He _____ his parents to support him while he is studying at university.

ANSWERS

Listening Comprehension Exercise

1. (a)
2. (b)
3. (b)
4. (b)
5. (a) (c) (d)
6. (a)
7. (b)
8. (b)
9. (a)
10. (a)

11. (c)
12. (a) (d)

Dialogue Completion Exercise

(see article download)

Key Words and Expressions Exercise

1. Whether or not we choose to use this supplier is the decision of the Production Manager.
2. The company has recently doubled the number of employees in the sales team.
3. Sales staff in the store receive a set salary, plus a 10% commission.
4. Since I no longer have a majority share holding, I have lost much of my power and influence in the company.
5. Don't rush, we have plenty of time.
6. The company has a reputation for treating its staff very well.
7. You can rely on Amy to do the job well; she is an excellent worker.
8. I never dreamed that one day I'd be the CEO of the company.
9. If you want to make her happy, compliment her on her appearance.
10. A major auto manufacturer has had to recall a number of their vehicles due to their faulty brake systems.
11. In India, customers are expected to haggle when they buy anything from a shop.
12. Steve works 12-hour shifts in his job as an airport fireman.
13. I don't think your plan is going to work, but we'll give it a try.
14. He's a very competitive person, so he won't give up until he wins.
15. Engineers are examining the wreckage of the aircraft in an attempt to determine why it crashed.
16. Sales in the second quarter were even higher than the record sales of the first quarter.
17. The U.S. and Canada are culturally quite similar.
18. The coach has called a meeting with the players to discuss tactics for today's game.
19. Paul is experiencing financial hardship at the moment. He can't afford to take a holiday this year.
20. Large commissions are a powerful incentive for sales staff working in this store.
21. He depends on his parents to support him while he is studying at university.