

CUSTOMER SERVICE DAY

http://www.eslHolidayLessons.com/01/customer_service_day.html

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

THE READING / TAPESCRIPT

Customer Service Day is on January the 17th. At least, it is in America. Not sure about the rest of the world. This is a day for companies and businesses to reflect on the importance of providing good customer service. It's also a day for customer service managers and staff to explore new ways to keep the customer happy. This is the day when the customer really is always right. If everything goes according to plan on Customer Service Day, customers will come again, and again, and again. Staff should always go the extra mile for customers and remember that service is always with a smile. Customer Service Day is also the time for bosses to thank their hardest-working customer service representatives.

What do you think of Customer Service Day? Don't you think it should be every day? When we look at TV, the Internet or magazines, there are hundreds of ads that tell us how special customers are. How many ads and TV commercials really make you feel important? Perhaps it's a good time for customers (that's you) to complain if you don't get good service. You could remind the sales staff what day it is! If that doesn't work, ask them if they really think "Customer is King". Are companies most interested in "keeping the customer satisfied," or are they just interested in profits? Have you ever visited a customer care website or phoned a freephone customer service number? Have you ever complained about poor service? Did it work?

PHRASE MATCH

Match the following phrases from the article.

Paragraph 1

- | | |
|---|--------------------------|
| 1. Not sure about the | a. the customer happy |
| 2. reflect on the importance of providing | b. mile for customers |
| 3. explore new ways to keep | c. according to plan |
| 4. If everything goes | d. rest of the world |
| 5. Staff should always go the extra | e. with a smile |
| 6. service is always | f. good customer service |

Paragraph 2

- | | |
|-------------------------------------|--------------------------|
| 1. you think it should | a. in profits |
| 2. hundreds of ads that tell us how | b. what day it is |
| 3. complain if you don't | c. special customers are |
| 4. remind the sales staff | d. be every day |
| 5. just interested | e. service number |
| 6. phoned a freephone customer | f. get good service |

LISTENING GAP FILL

Customer Service Day is on January the 17th. _____
 America. Not sure about the rest of the world. This is a day for
 companies and businesses _____ importance of
 providing good customer service. It's also a day for customer service
 managers and staff to _____ to keep the customer
 happy. This is the day when the customer really is always right. If
 everything _____ plan on Customer Service Day,
 customers will come again, and again, and again. Staff should always
 _____ for customers and remember that service is
 always with a smile. Customer Service Day is also the time for bosses
 _____ hardest-working customer service
 representatives.

What do you think of Customer Service Day? Don't
 _____ be every day? When we look at TV, the Internet
 or magazines, there are hundreds _____ how special
 customers are. How many ads and TV commercials really make you
 feel important? Perhaps it's _____ customers (that's
 you) to complain if you don't get good service. You could remind the
 sales staff _____! If that doesn't work, ask them if they
 really think "Customer is King". Are companies most interested in
 "keeping the customer satisfied," or are _____ in profits?
 Have you ever visited a customer care website or phoned a freephone
 customer service number? Have you _____ about poor
 service? Did it work?

WHILE READING / LISTENING GAP FILL

Put the words into the gaps in the text.

Customer Service Day is on January the 17th. At _____, it is in America. Not _____ about the rest of the world. This is a day for companies and businesses to _____ on the importance of providing good customer service. It's also a day for customer service managers and staff to explore new ways to _____ the customer happy. This is the day when the customer really is always right. If everything goes according to _____ on Customer Service Day, customers will come again, and again, and again. Staff should always go the _____ mile for customers and remember that service is always with a _____. Customer Service Day is also the time for bosses to _____ their hardest-working customer service representatives.

reflect

extra

smile

plan

least

thank

sure

keep

What do you think of Customer Service Day? Don't you think it _____ be every day? When we look at TV, the Internet or magazines, there are hundreds of _____ that tell us how special customers are. How many ads and TV commercials really make you _____ important? Perhaps it's a good time for customers (that's you) to _____ if you don't get good service. You could remind the sales staff what day it is! If that doesn't work, ask them if they _____ think "Customer is King". Are companies most interested in "keeping the customer _____," or are they just interested in profits? Have you ever _____ a customer care website or phoned a freephone customer service number? Have you ever complained about _____ service? Did it work?

feel

satisfied

ads

visited

really

should

poor

complain

CHOOSE THE CORRECT WORD

Delete the wrong word in each of the pairs of *italics*.

Customer Service Day is on January the 17th. At *last / least*, it is in America. Not sure about the *rest / resting* of the world. This is a day for companies and businesses to *reflection / reflect* on the importance of providing good customer service. It's also a day for customer service managers and staff to *explore / exploring* new ways to keep the customer happy. This is the day when the customer *reality / really* is always right. If everything goes according to plan on Customer Service Day, customers will come again, and again, and *once / again*. Staff should always go the extra *mile / smile* for customers and remember that service is always with a *frown / smile*. Customer Service Day is also the time for bosses to thank their hardest-working customer service representatives.

What do you think of Customer Service Day? *Doesn't / Don't* you think it should be every day? When we look at TV, the Internet or magazines, there are hundreds *for / of* ads that tell us how special customers are. How many ads and TV commercials really *get / make* you feel important? Perhaps it's a good time for customers (that's you) to complain if you don't *make / get* good service. You could *remind / reminder* the sales staff what day it is! If that doesn't work, ask them if they really think "Customer is King". Are companies most interested in "keeping the customer *satisfied / satisfying*," or are they just interested in profits? Have you ever visited a customer *care / caring* website or phoned a freephone customer service number? Have you ever complained about *poorly / poor* service? Did it work?

MULTIPLE CHOICE

Customer Service Day is on January the 17th. At (1) _____, it is in America. Not sure about the rest of the world. This is a day (2) _____ companies and businesses to reflect on the importance of providing good customer service. It's also a day for customer service managers and (3) _____ to explore new ways to keep the customer happy. This is the day when the customer really is always right. If everything goes according to (4) _____ on Customer Service Day, customers will come again, and again, and again. Staff should always go the extra mile for customers and (5) _____ that service is always with a smile. Customer Service Day is also the time for bosses to (6) _____ their hardest-working customer service representatives.

What do you think of Customer Service Day? Don't you think it should be (7) _____ day? When we look at TV, the Internet or magazines, there are hundreds of ads that tell us how special customers are. How (8) _____ ads and TV commercials really make you feel important? Perhaps it's a good time for customers (that's you) to complain if you don't (9) _____ good service. You could remind the sales staff what day it is! If that doesn't work, ask them if they really think "Customer is King". Are companies most (10) _____ in "keeping the customer satisfied," or are they just interested in profits? Have you ever visited a customer (11) _____ website or phoned a freephone customer service number? Have you ever complained about (12) _____ service? Did it work?

Put the correct words from this table into the article.

- | | | | | |
|-----|-----------------|--------------|---------------|----------------|
| 1. | (a) lost | (b) less | (c) lesser | (d) least |
| 2. | (a) with | (b) for | (c) to | (d) so |
| 3. | (a) stuff | (b) staffing | (c) staff | (d) stuffing |
| 4. | (a) plan | (b) plans | (c) planned | (d) planning |
| 5. | (a) remember | (b) memory | (c) memorize | (d) reminder |
| 6. | (a) thanks you | (b) thanks | (c) thankful | (d) thank |
| 7. | (a) every | (b) all | (c) each | (d) whole |
| 8. | (a) much | (b) many | (c) more | (d) most |
| 9. | (a) make | (b) be | (c) get | (d) present |
| 10. | (a) interesting | (b) interest | (c) interests | (d) interested |
| 11. | (a) careful | (b) caring | (c) care | (d) cares |
| 12. | (a) poverty | (b) poor | (c) poorly | (d) poorest |

SPELLING

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. reflect on the importance of gpvirniod good customer service
2. elxoerp new ways to keep the customer happy
3. If everything goes racdgnoci to plan
4. Staff should always go the extra lime for customers
5. service is always with a mleis
6. thank their etshdar-working customer service representatives

Paragraph 2

7. hundreds of ads that tell us how alciesp customers
8. dinrem the sales staff what day it is
9. Customer is niKg
10. keeping the customer detsaisfi
11. a customer care bwietse
12. Have you ever ocdmneplai about poor service

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

- () website or phoned a freephone customer service number? Have you ever complained about poor service? Did it work?
- () happy. This is the day when the customer really is always right. If everything goes according to plan
- () day? When we look at TV, the Internet or magazines, there are hundreds of ads that tell us how special customers
- () world. This is a day for companies and businesses to reflect on the importance of providing good customer
- () “keeping the customer satisfied,” or are they just interested in profits? Have you ever visited a customer care
- (**1**) Customer Service Day is on January the 17th. At least, it is in America. Not sure about the rest of the
- () are. How many ads and TV commercials really make you feel important? Perhaps it’s a good time
- () on Customer Service Day, customers will come again, and again, and again. Staff should always go the extra
- () mile for customers and remember that service is always with a
- () day it is! If that doesn’t work, ask them if they really think “Customer is King”. Are companies most interested in
- () for customers (that’s you) to complain if you don’t get good service. You could remind the sales staff what
- () What do you think of Customer Service Day? Don’t you think it should be every
- () service. It’s also a day for customer service managers and staff to explore new ways to keep the customer
- () smile. Customer Service Day is also the time for bosses to thank their hardest-working customer service representatives.

SCRAMBLED SENTENCES

With a partner, put the words back into the correct order.

1. Not world the of rest the about sure

2. good service importance providing customer the of

3. new explore happy customer the keep to ways

4. to according goes everything If plan

5. a with always is service that remember smile

6. every think day it should Don't be you ?

7. feel TV really you important commercials make

8. staff it could sales day You the what is remind

9. interested satisfied customer the keeping in

10. ever you Have service poor about complained ?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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THE CUSTOMER SERVICE DAY SURVEY

Write five questions about Customer Service Day in the table. Do this in pairs/groups. Each student must write the questions on his / her own paper.

Without your partner, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

Return to your original partner(s) and share and talk about what you found out. Make mini-presentations to other groups on your findings.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information about Customer Service Day. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about Customer Service Day. Write about what happens around the world. Include two imaginary interviews with people who did something on this day.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. POSTER: Make your own poster about Customer Service Day. Write about will happen on this day around the world.

Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.