



# Customer Service

## Pre-Reading

### A. Warm-Up Questions

1. Who do you call when you have questions about a product?
2. Have you ever called a toll-free number?
3. Do you think email is a good way to ask questions? Why or why not?
4. What questions do you have before you buy a new book?
5. What are some ways to contact a company?

### B. Vocabulary Preview

Match the words on the left with the correct meanings on the right.

- |                          |  |
|--------------------------|--|
| _____ 1. toll-free       | a) extra, additional   |
| _____ 2. imperative      | b) happiness   |
| _____ 3. ancillary       | c) operated by a machine                                       |
| _____ 4. ideal           | d) without any cost  |
| _____ 5. accompany       | e) to go with  |
| _____ 6. satisfaction    | f) someone who is authorized to deal on behalf of a company    |
| _____ 7. expectation     | g) to reach a destination or person                            |
| _____ 8. automated       | h) very important  |
| _____ 9. get through     | i) a belief that someone should behave or act in a certain way |
| _____ 10. representative | j) perfect   |

## Reading

Practice reading the email messages out loud with a partner.  
Underline any words or phrases you don't understand.

### A. Email #1

To: Itimson@rivereducationbooks.com  
Subject: Questions about textbook  
Date: August 15, 2015

Dear Mr. Timson,

My name is Rita Wei, and I'm a professor at English University. I called the **toll-free** number, but it was **automated** and I couldn't **get through** to a person. Your name was listed in the catalog as my **representative**. I'm calling you because I'm interested in buying your company's book, *Learning English*, for my students, but I have a few questions.

First, can you tell me how many pages the book has? Classes are only ten weeks long, and I can't use a long book. Second, does the book cover all the verb tenses? It's **imperative** that my students have access to this material. Third, are there any **ancillary** materials?

Thank you for your help.

Sincerely,  
Rita Wei

### B. Email #2

To: rita.wei@englishuniversity.edu  
Subject: Re: Questions about textbook  
Date: August 16, 2015

Dear Professor Wei,

Thank you for your message.  
I'm happy to answer your questions.

The text has 150 pages, so it is **ideal** for a ten-week class. The book does cover all the verb tenses. To **accompany** explanations, the book has exercises and activities on each verb tense, so your students will get a lot of practice. Lastly, *Learning English* has several ancillaries including a workbook, a study guide, and a website.

Please let me know if I can answer any other questions. Customer **satisfaction** is important to River Education Books, and I want to make sure your **expectations** are met.

Sincerely,  
Lee Timson

## Comprehension

1. Why didn't Rita Wei like the toll-free number?
2. What position does Rita Wei hold at English University?
3. Why did Rita Wei contact Lee Timson?
4. According to Rita Wei, how long do her classes last for?

## Vocabulary Review

Complete the sentences using vocabulary from page 1.  
You may need to change the word forms.

1. Can you please give me your \_\_\_\_\_ number so that I don't have to pay for the phone call?
2. A lot of people don't like \_\_\_\_\_ customer service systems because they want to talk to a real person.
3. After being on hold for 15 minutes, Jamie hung up the phone because she couldn't \_\_\_\_\_ to anybody.
4. It is \_\_\_\_\_ that sales people have the ability to answer all the questions pertaining to the product they sell.
5. People like to have extra things \_\_\_\_\_ the products that they buy.
6. Mike inquired about any \_\_\_\_\_ material that may come with this English textbook.
7. You want all your customers' \_\_\_\_\_ to be met.
8. My \_\_\_\_\_ job would be working as a stock market trader.
9. Our business slogan is: "Customer \_\_\_\_\_ is always guaranteed!"
10. Charles looked up the name of his \_\_\_\_\_ in the business supplies catalog he recently received.

## Speaking

Work with a partner and discuss your experiences with call centers. Have you ever had a good customer service experience over the phone? Have you ever had a terrible experience? Which do you prefer, emailing a customer service representative or phoning a customer service line? Now discuss these questions as a class.

## Writing

Think of something that you want to buy. What questions do you have about it? Write an email message to the company asking your questions. When you finish, exchange email messages with a partner. Write a reply to your partner's email message.

## Listening

Fill in the blanks as you listen to the recordings.

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