

The Business 2.0

Customer service – Video Worksheet

Pre-viewing

Have you experienced an example of terrible customer service? *In a shop / restaurant / hotel / on the phone to a company?* What happened?

Have you experienced an example of excellent customer service? What happened?

Discuss and compare your experiences with a partner.

While viewing

We all want a 'good product'. According to the speaker, what else does the customer want?

The speaker lists several tips for those in customer service. Which ones are the three most important for you? Check your choice with a partner.

Post viewing

a budget airline company	a fast-food outlet	a hotel chain	a mobile phone
a computer manufacturer	a supermarket	a bank	a retail / online shop

Choose a company you know well from the list above. Evaluate them in terms of their customer service on a scale of 1 (poor) to 5 (excellent). Would you recommend them to a friend? Why / why not?

Compare and discuss your answer with a colleague.