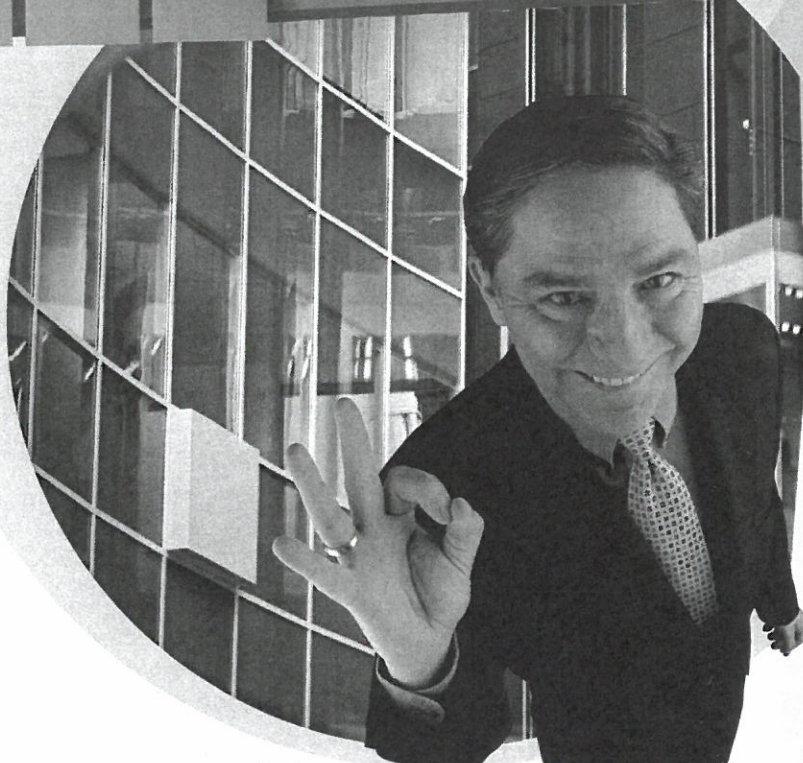


4 Business transactions



well-organized

Glocal Co.

Employee Manual

Welcome to the team! The success of Glocal Co. is based on providing great products to our customers. The following manual will help you provide excellent customer service in the area of business transactions.

If a customer makes an inquiry about our products, **respond** promptly. Offer to send them our welcome package, which contains brochures and a DVD.

Once the customer **places an order**, keep all order forms, contracts and legal documents **well-organized**. An **order confirmation** should be sent to the customer immediately. Remember to thank them for their order and encourage repeat business.

When the time comes to **bill** the customer, make sure that the **billing statements** are correct. For most orders, payment needs to be received within thirty days of the delivery date.

If the customer has a **complaint** upon delivery, handle it immediately. It's extremely important to **handle** complaints well. We **offer** a 100% satisfaction **guarantee**. If the customer is not completely satisfied, offer to **refund** or to replace the product as **solutions**.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What type of problems do people have when conducting transactions with businesses?
- 2 How do companies solve problems with business transactions?

Reading

2 Read the excerpt from an employee manual. Then, choose the correct answers.

- 1 What is the main purpose of the passage?
A to tell clients about billing procedures
B to explain how to generate repeat business
C to notify employees of common customer complaints
D to explain how to handle business transactions
- 2 According to the passage, which does NOT need to be kept after a customer places an order?
A order forms B contracts
C bills D legal papers
- 3 According to the passage, how should an employee handle dissatisfied customers?
A give them a discount on their bill
B offer to return their money or replace the item.
C send them a complaint form
D explain the guarantee to them

Vocabulary

3 Match the words (1-6) with the definitions (A-F).

- | | |
|--------------------------|-----------------|
| 1 ___ solution | 4 ___ bill |
| 2 ___ place an order | 5 ___ complaint |
| 3 ___ order confirmation | 6 ___ guarantee |

- A a message that an order has been placed
- B the answer to a problem
- C a record of products and their costs
- D an expression of unhappiness
- E to request goods or services
- F an agreement to provide something

4 Check (✓) the sentence that uses the underlined parts correctly.

- 1 ___ A A person usually responds when asked a question.
 ___ B Did you confirm the bill yet?
- 2 ___ A People offer complaints when they are pleased.
 ___ B Being well-organized helps you find files quickly.
- 3 ___ A When a company gives a refund, they return money.
 ___ B What is the best guarantee to this problem?

5 Listen and read the manual again. What can you do to provide good customer service in business transactions?

Listening

6 Listen to a conversation between a customer and a sales representative. Choose the correct answers.

- 1 What is the dialogue mostly about?
- A an product inquiry
 B a complaint about customer service
 C a discounted shipping rate
 D an order that didn't arrive on time
- 2 The personal assistant offers the customer ___ as a solution.
- A a discount on his next order
 B a refund on his current order
 C free shipping on his next order
 D an additional shipment of his order

7 Listen again and complete the conversation.

- C: Well, I'm afraid I have a 1 _____ about an order.
 R: I'm sure I can help you. Could you give me your 2 _____, please?
- C: Yes, it's FT368.
 R: Okay. I have all of your 3 _____ here. Can you tell me what's wrong?
- C: Well, when I 4 _____, the delivery date was August 14th.
 R: Yes, it was. Have you not received the order?
 C: Yes, it arrived, but it was three business days late.
 R: I'm very sorry for the inconvenience.
 C: I even paid for 5 _____ to ensure it would be here on time.
 R: I completely understand. Here's what I can do: I'll refund the shipping costs for that order. Additionally, to make up for the inconvenience, I can offer you a 6 _____ on your next order. Is that acceptable?
 C: 7 _____. Thanks.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

I'm afraid I have a complaint.

Could you give me ...?

To make up for the inconvenience I can ...

Student A: You are a customer. You have a complaint about an order. Explain the problem to Student B.

Student B: You are a sales representative. Talk to Student A about: ● the order ● the complaint ● a solution

Writing

9 You have a complaint about a recent order. Using the excerpt and the conversation from Task 8, write an email (100-120 words) to the company to complain. Include:

- your order details, including the order number
- why you are complaining
- how you would like the problem to be handled by the company