

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

# NEW BUSINESS ENGLISH 6

## Lesson 31

### Customer Service



# LEARNING GOALS

---

- ◆ Understanding Customer Service
- ◆ Customer Service Techniques

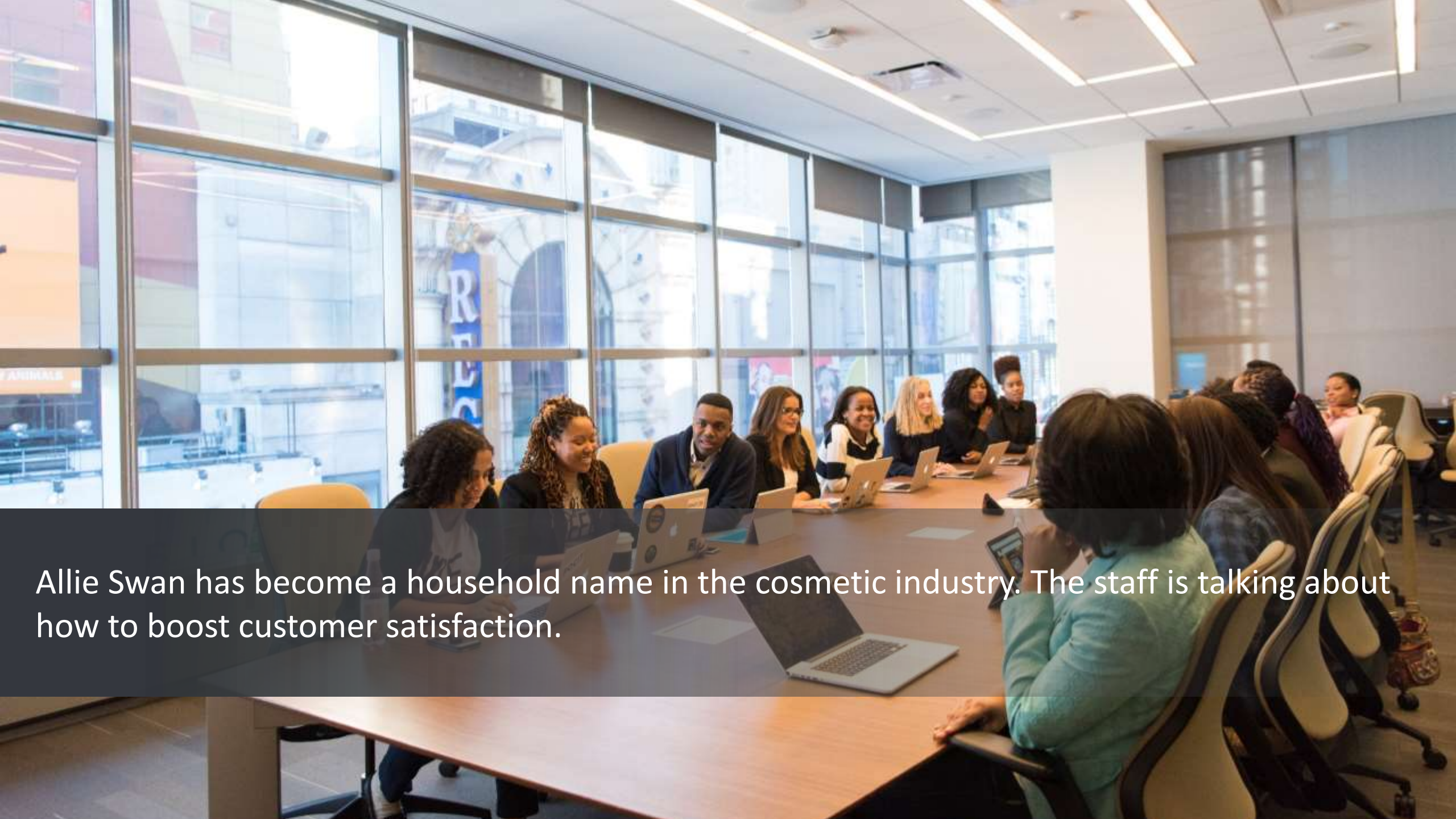


# Warm-up

- ◆ What is customer service?
- ◆ What do you consider to be good customer service?







Allie Swan has become a household name in the cosmetic industry. The staff is talking about how to boost customer satisfaction.

# Situational Dialogue

Listen to the audio.

**Chloe:** Light Shield won the title of '**flagship product**' last year.  
It seems that our products are well acknowledged by the public.

**Josh:** Good news! But we can't be **complacent**. In the face of **fierce** industry **competition**, it's still urgent to boost customer satisfaction.

**Karen:** That's true! First and foremost, we must compile feedback regarding our present performance. It's very challenging but worthwhile.

**Chloe:** Exactly! What's the best way to obtain customers' feedback?

**Josh:** I suggest training staff to deal with complaints more skillfully.

**Karen:** Rather than setting up a **hotline** for customers to voice their complaints, I think proactive approaches would be more effective in finding out how satisfied customers are.

## Role-play

Do a role-play and answer some questions.

**Chloe:** Light Shield won the title of 'flagship product' last year.  
It seems that our products are well acknowledged by the public.

**Josh:** Good news! But we can't be complacent. In the face of fierce industry competition, it's still urgent to boost customer satisfaction.

**Karen:** That's true! First and foremost, we must compile feedback regarding our present performance. It's very challenging but worthwhile.

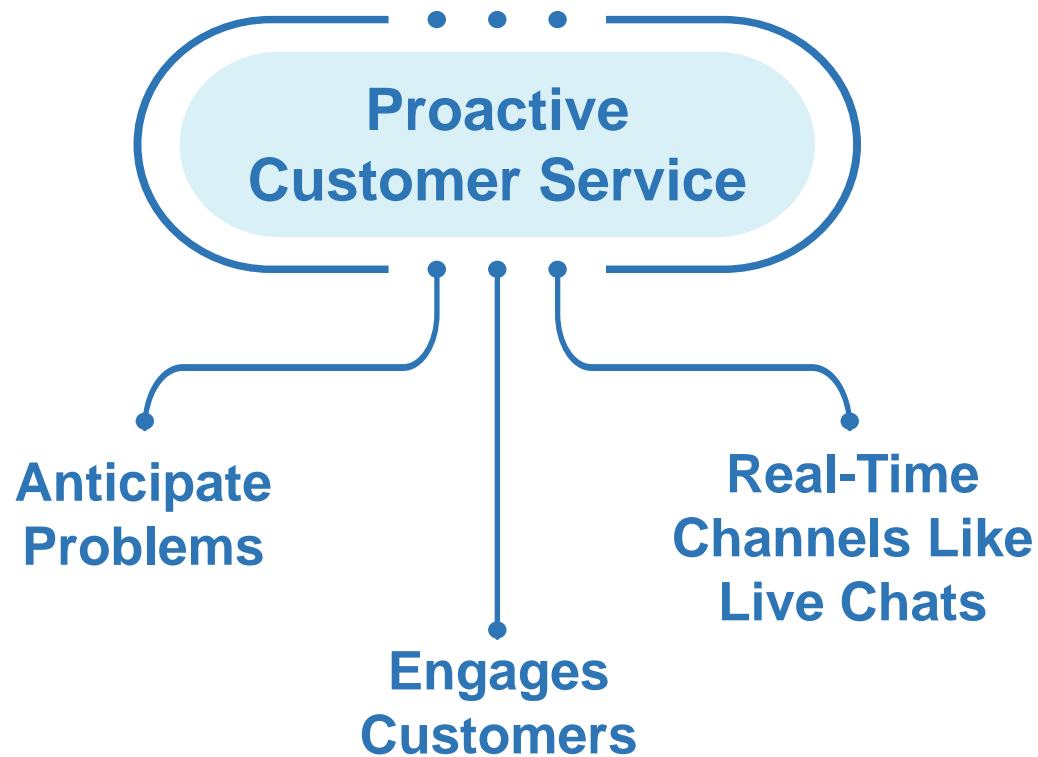
**Chloe:** Exactly! What's the best way to obtain customers' feedback?

**Josh:** I suggest training staff to deal with complaints more skillfully.

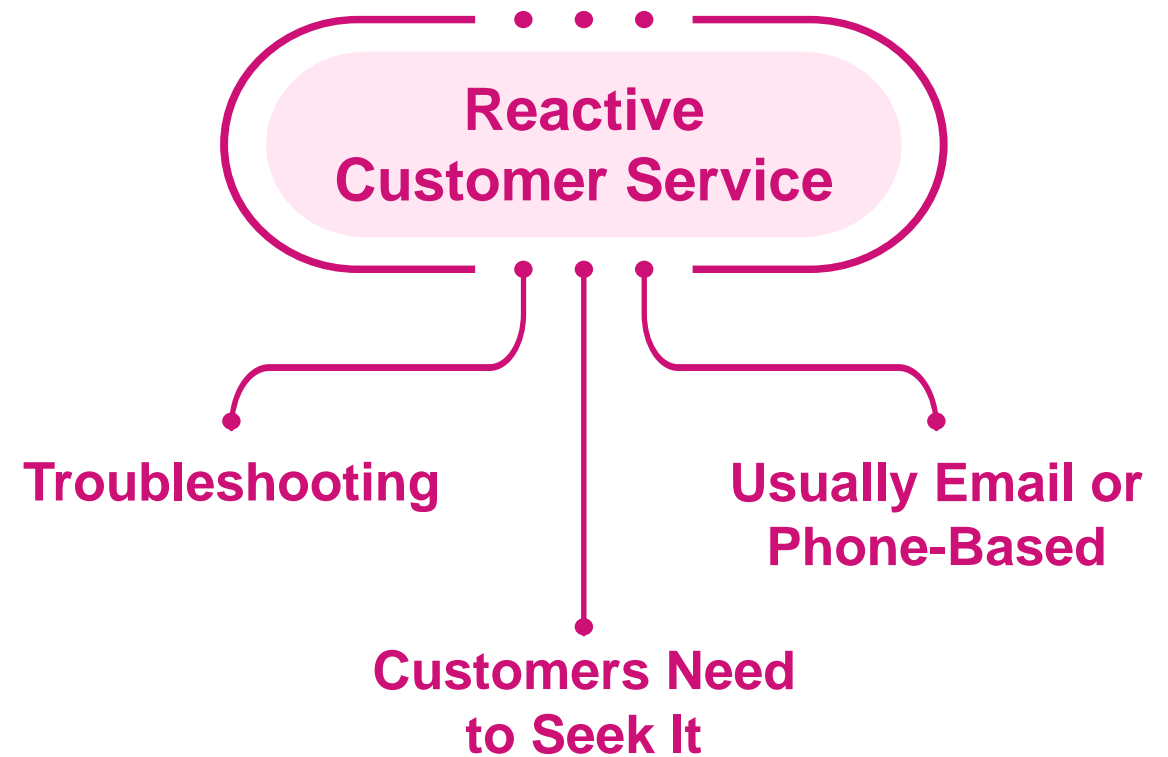
**Karen:** Rather than setting up a hotline for customers to voice their complaints, I think proactive approaches would be more effective in finding out how satisfied customers are.

# Learning Goals

## Understanding Customer Service



**Proactive Customer Service** means anticipating customer needs and actively reaching out with a solution.



**Reactive Customer Service** means the client has to make the extra effort of reaching out to you to get the help they need.

## ∴ Understanding Customer Service: How to Boost Customer Satisfaction

### 1 Create a Customer-Centric Culture

All of the support practices are centered around the customer and providing satisfying experiences.

### 2 Always Ask for Feedback and Act On It

Ensure to continue the measures that serve you well and improve the ones that leave customers unsatisfied.

### 3 Respond to Customer Reviews

Show to customers that you listen to what they have to say about your business instead of simply seeing them as a name on a receipt.

### 4 Provide Omni-channel Customer Support

Offer support across multiple different channels, platforms, and devices.

### 5 Provide Proactive Support

It shows customers that you want them to be able to solve their pain points with your products or services.

### 6 Create Customer Loyalty Programs

It's a great way to show appreciation and ensure satisfaction as you're rewarding customers for continuously doing business with you.



## ⋮ Customer Service Techniques

- **FAB Technique**  
(Feature, Advantage, Benefit)

**Use when:** You're talking to a customer using a demo, trial, or freemium account.

- **HEARD Technique**  
(Hear, Empathize, Apologize, Resolve, Diagnose)

**Use when:** Your business made a mistake or is in the wrong, and you need to fix things.

- **PSB Technique**  
(Problem, Solution, Benefit)

**Use when:** Your customer is having trouble with a new product feature.

- **CARP Technique**  
(Control, Acknowledge, Refocus, Problem-solve)

**Use when:** A customer is very upset and the interaction needs to be de-escalated.

# Oral Practice

Choose the best customer service technique for each situation and explain why.

## Situations:

1. A customer complained that the product they received is broken and can no longer be used.
2. An angry customer called to complain about their money being lost in their e-wallet account.
3. A customer is undecided about which phone model she will purchase.

- **FAB Technique**  
(Feature, Advantage, Benefit)
- **PSB Technique**  
(Problem, Solution, Benefit)
- **HEARD Technique**  
(Hear, Empathize, Apologize, Resolve, Diagnose)
- **CARP Technique**  
(Control, Acknowledge, Refocus, Problem-solve)

# Overview

## Keywords and expressions:

*flagship product/ complacent/  
fierce/ competition/ hotline*

## **Understanding Customer Service:**

- *Proactive Approach*
- *Reactive Approach*

## **Customer Service Techniques:**

- *FAB Technique*
- *PSB Technique*
- *HEARD Technique*
- *CARP Technique*

*Made by Leras  
Proofread by Zach*

