

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 smartphone. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 39

Customer Loyalty



LEARNING GOALS

- ◆ Ways of Building Customer Loyalty
- ◆ Expressing Regret and Lost Opportunities



Warm-up

- ◆ As a customer, what makes you loyal to a specific product/ service?
- ◆ How can businesses build customer loyalty?





Monthly performance reviews are held. The staff is talking about how to build effective customer loyalty strategies.

Situational Dialogue

Listen to the audio.

Karen: How can we **stimulate** our customers' willingness to make repeat purchases? That is, how do we build effective customer loyalty strategies?

Josh: Primarily, we should attach importance to customer feedback. Instead of waiting for them to reach out, we'd better anticipate their expectations and make the first move.

Chloe: But I think nothing builds customer loyalty better than showing appreciation through special offers, discounts, and **exclusive perks**.

Josh: All right, but there is one condition — product quality must be guaranteed. For example, we wouldn't have received so many complaints this month if only we had strengthened the **oversight** of the product quality.

Karen: Exactly. Most of them are about packaging. However, we could have done regular **spot checks** before delivery.

Role-play

Read the dialogue and answer the questions.

Karen: How can we stimulate our customers' willingness to make repeat purchases? That is, how do we build effective customer loyalty strategies?

Josh: Primarily, we should attach importance to customer feedback. Instead of waiting for them to reach out, we'd better anticipate their expectations and make the first move.

Chloe: But I think nothing builds customer loyalty better than showing appreciation through special offers, discounts, and exclusive perks.

Josh: All right, but there is one condition — product quality must be guaranteed. For example, we wouldn't have received so many complaints this month if only we had strengthened the oversight of the product quality.

Karen: Exactly. Most of them are about packaging. However, we could have done regular spot checks before delivery.

∴ Ways of Building Customer Loyalty



Learning Goals

∴ Expressing Regrets and Lost Opportunities

(Using the 3rd Conditional)

(if + past perfect, would/ wouldn't have + past participle)

Example sentences:

- We wouldn't have received so many complaints this month if we had strengthened the oversight of the product quality.
- We would've been awarded the best company if it wasn't for the issue last month.
- We wouldn't have had problems if we had been more cautious with our products.

Note:

- The **third conditional** is used to express the past consequence of an unreal action or situation in the past.
- It is also used to express regrets – describing things that we feel sorry for.



Learning Goals

∴ Expressing Regrets and Lost Opportunities

(Using Past Tense Modals)

(could/ would/ should + have + past participle)

Example Sentences:

- We could have done regular spot checks before delivery.
- It would have been easier to conduct business if we had communicated more effectively..
- We should have double-checked everything before sending the products out.

Note:

Could have

It means that something was possible in the past, but did not happen.

Would have

It means that you wanted to do something in the past, but you could not.

Should have

It means that something did not happen but we wish it had happened.



Oral Practice

Scenario:

You are a member of the customer service team of an online food delivery company. You discussed with your manager the current situation in which many customers have shifted to other food delivery companies. Talk about what your team could have done to avoid this issue.



∴ Expressing Regrets and Lost opportunities:

- if + past perfect, would/ wouldn't have + past participle
- could/ would/ should + have + past participle)

Popular Brands With the Most Loyal Customers



Customers' loyalty to Apple is primarily due to its emphasis on **innovation**. iPhone users anticipate the release of the next iPhone as an upgrade or purchase option.



IKEA's overall strategy is to provide customers with **everyday low prices**. They **prioritize customer needs first** and then design products accordingly.



Starbucks' unique 'order and pay' feature on the **mobile app** offers customers **convenience, free refills, discounts**, and the **chance to earn stars** with each transaction.



1. *What other brands do you know have a large number of loyal customers?*
2. *Why do you believe their customers are loyal to them?*

Overview

Keywords and expressions:

stimulate/ exclusive perks
oversight/ spot checks

Ways of Building Customer Loyalty:

- *Focus on Customer Feedback*
- *Provide Great Customer Service*
- *Engage Customer With Personalization and Innovation*
- *Show Appreciation*
- *Offer More Than Your Competitors*

Expressing Regrets or Lost Opportunities:

- *if + past perfect, would/ wouldn't have + past participle*
- *could/ would/ should + have + past participle*

