

Business English: Client and Customer Service





Warm-Up Conversational Questions

Engage in conversation with these warm-up questions.

1 Building Rapport
How do you approach building rapport with clients?

2 Challenging Situations
Have you ever encountered a challenging customer service situation? How did you handle it?

3 Exceptional Service
What qualities do you think are crucial for providing exceptional customer service?

Sub Vocab: establishment, trust, development, conflict resolution, customer-centric, empathy, effective communication



Clientele

The collective body of clients or customers.

1

1. Attracting Diversity

How do businesses attract a diverse clientele?

2

2. Enhancing Loyalty

What strategies can enhance the loyalty of a clientele?

3

3. Understanding Needs

Why is understanding the needs of your clientele important?

Sub Vocab: Customer base, patrons, target audience

Satisfaction

The contentment or fulfillment derived from a product or service.

- 1 Measuring Satisfaction
How can businesses measure customer satisfaction?
- 2 Ensuring Satisfaction
Share an experience where you ensured customer satisfaction.
- 3 Integral to Success
Why is customer satisfaction integral to business success?

Sub Vocab: Fulfillment, contentment, approval

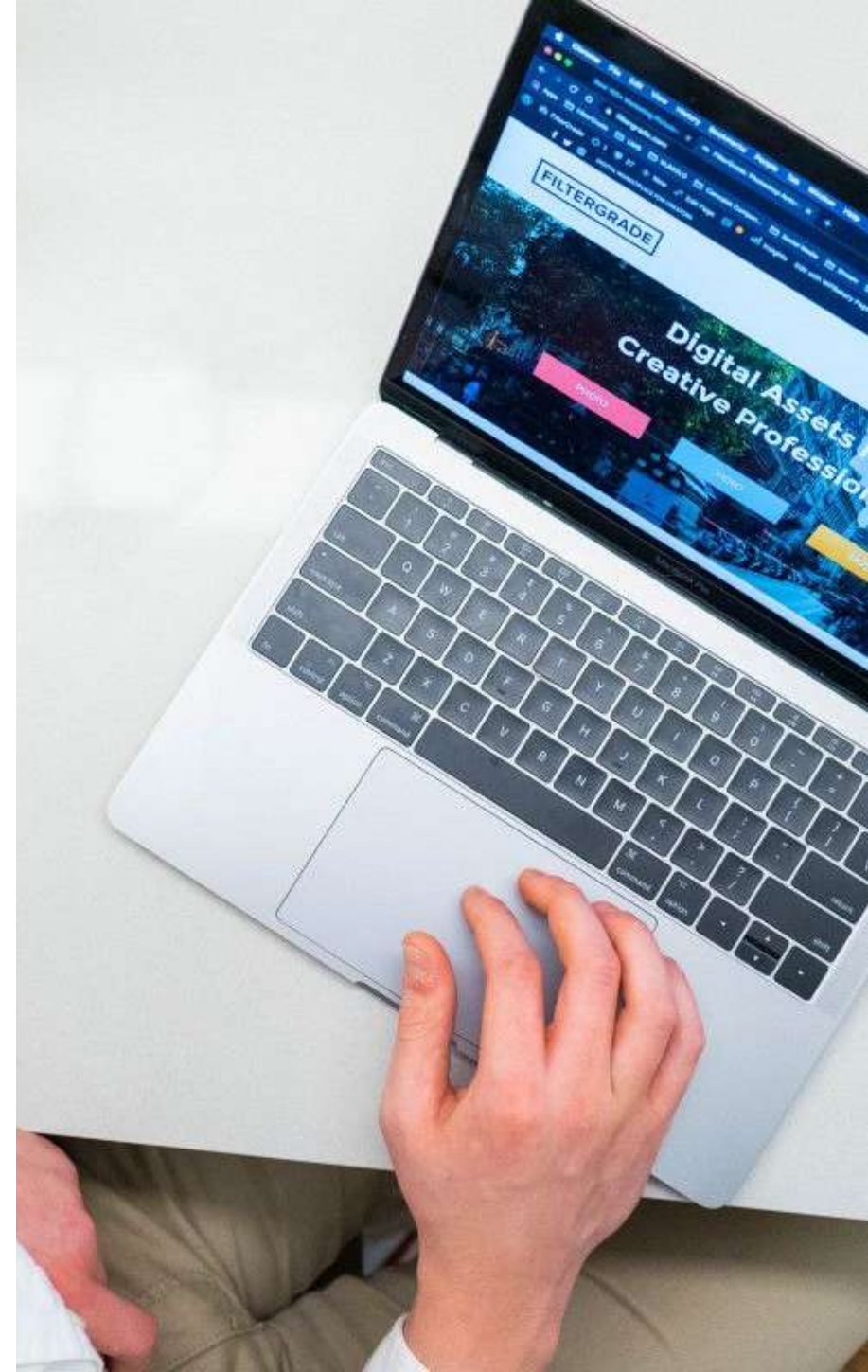


Personalization

Tailoring products or services to meet individual customer needs.

- 1** — Achieving Personalization
In what ways can businesses achieve personalization?
- 2** — Personalized Experience
Share an example of a personalized customer service experience.
- 3** — Crucial in Relationships
Why is personalization crucial in client relationships?

Sub Vocab: Customization, individualization, adaptation

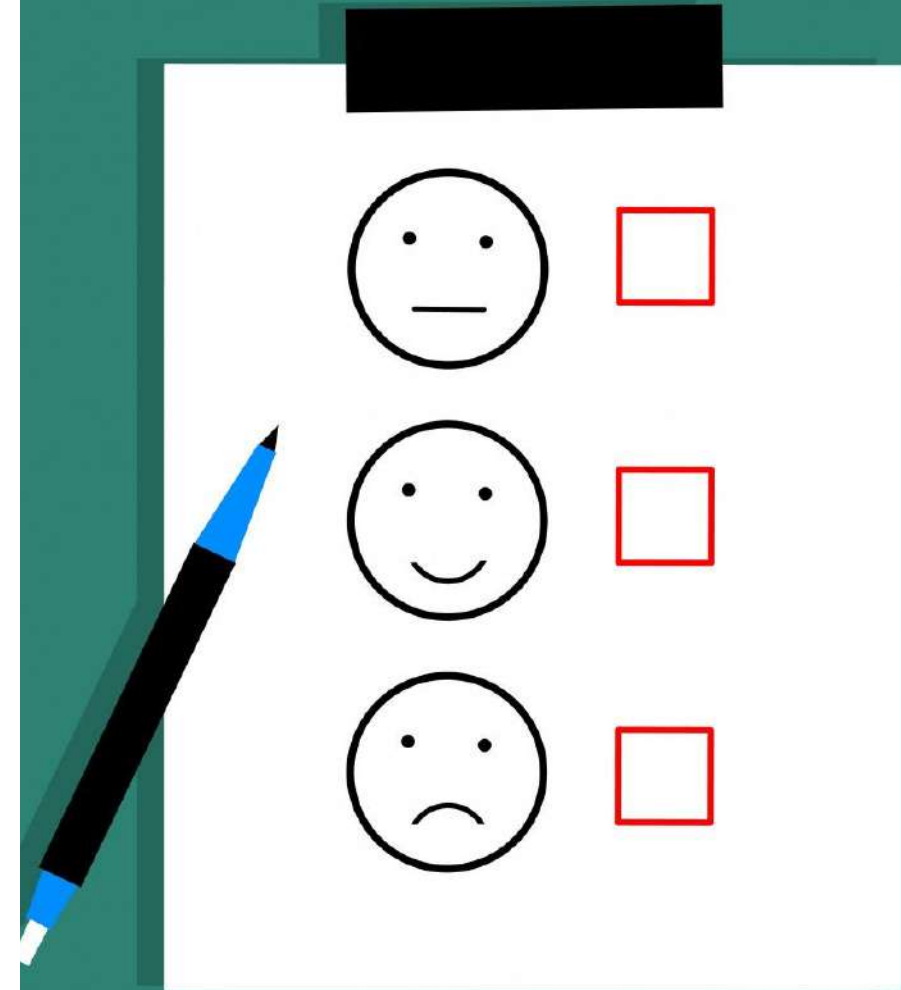


Feedback

Information or reactions provided by customers about a product or service.

- 1 How can businesses encourage customers to share feedback?
- 2 Share an instance where customer feedback led to positive changes.
- 3 Why is constructive feedback valuable for improvement?

Sub Vocab: Customer input, opinions, reviews





Loyalty

A customer's allegiance or continuous support for a brand or business.

1

How can businesses cultivate customer loyalty?

2

Share a personal experience of brand loyalty.

3

Why is retaining loyal customers essential for long-term success?

Sub Vocab: Devotion, allegiance, steadfastness



Resolution

The act of finding a solution to a customer's issue or concern.

1 How do you approach conflict resolution in customer service?

2 Share an example of successfully resolving a customer's problem.

3 Why is swift resolution important in maintaining customer satisfaction?

Sub Vocab: Solution-finding, settlement, conclusion



Etiquette

The customary code of polite behavior in a professional setting.

- 1 What role does etiquette play in client meetings?
- 2 How can cultural differences impact business etiquette?
- 3 What role does etiquette play in client meetings?

Sub Vocab: Manners, courtesy, protocol

Refund

The return of money to a customer for a purchased product or service.

- 1 — How do businesses decide when to issue a refund?
- 2 — Share an experience involving a refund process.
- 3 — Why is a fair refund policy important for customer trust?

Sub Vocab: Reimbursement, repayment, restitution



Upselling

The strategy of persuading a customer to buy additional products or services.

- 1 How can businesses effectively implement upselling techniques?
- 2 Share an experience of successful upselling.
- 3 Why is upselling a common practice in sales?

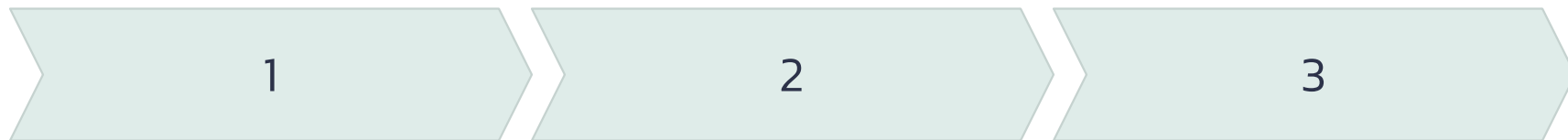
Sub Vocab: Cross-selling, suggestive selling, add-on sales





Accessibility

The ease with which customers can obtain products or services.



1
In what ways do businesses enhance accessibility for customers?

2
Share an example of a business ensuring accessibility for diverse customers.

3
Why is accessibility important for customer satisfaction?

Sub Vocab: Availability, approachability, user-friendliness

Empowerment

Granting employees the authority to make decisions that benefit the customer.

- 1 How does employee empowerment contribute to excellent customer service?
- 2 Share a personal experience where employee empowerment made a difference.
- 3 Why is empowering frontline staff crucial in customer interactions?

Sub Vocab: Delegation, authority, autonomy





Transparency

Openness and honesty in business practices, ensuring clarity for customers.

1. Why is transparency important in customer communications?
2. Share an example of a business displaying transparency.
3. How can businesses maintain transparency in product or service offerings?

Why is transparency important in customer communications?

How can businesses maintain transparency in product or service offerings?

Sub Vocab: Openness, candor, clarity



Rapport

A harmonious and positive relationship between individuals.

- 1 — How do you go about building rapport with clients?
- 2 — Share an experience where rapport-building positively impacted a customer interaction.
- 3 — Why is establishing rapport a key factor in customer service?

Sub Vocab: Relationship building, connection, understanding



Turnaround Time

The period it takes to complete a process or resolve an issue.

- 1 How can businesses improve turnaround time in customer service?
- 2 Share an example of a situation where swift turnaround time made a difference.
- 3 Why is minimizing turnaround time important for customer satisfaction?

Sub Vocab: Response time, processing time, efficiency

Acknowledgment

The act of recognizing and confirming receipt or awareness.

1

How can businesses effectively acknowledge customer inquiries or feedback?

2

Share an instance where acknowledgment positively impacted a customer experience.

3

Why is timely acknowledgment crucial in customer service?

Sub Vocab: Confirmation, recognition, response



Client and Customer Service Preview

Warm-Up Conversational Questions:

Building Rapport

How do you approach building rapport with clients?

Have you ever encountered a challenging customer service situation? How did you handle it?

What qualities do you think are crucial for providing exceptional customer service?

Sub Vocab: establishment, trust, development, conflict resolution, customer-centric, empathy, effective communication

1. Clientele:

Meaning: The collective body of clients or customers.

Questions: a. How do businesses attract a diverse clientele? b. What strategies can enhance the loyalty of a clientele? c. Why is understanding the needs of your clientele important?

Sub Vocab: Customer base, patrons, target audience

2. Satisfaction:

Meaning: The contentment or fulfillment derived from a product or service.

Questions: a. How can businesses measure customer satisfaction? b. Share an experience where you ensured customer satisfaction. c. Why is customer satisfaction integral to business success?

Sub Vocab: Fulfillment, contentment, approval

3. Personalization:

Meaning: Tailoring products or services to meet individual customer needs.

Questions: a. In what ways can businesses achieve personalization? b. Share an example of a personalized customer service experience. c. Why is personalization crucial in client relationships?

Sub Vocab: Customization, individualization, adaptation

4. Feedback:

Meaning: Information or reactions provided by customers about a product or service.

Questions: a. How can businesses encourage customers to share feedback? b. Share an instance where customer feedback led to positive changes. c. Why is constructive feedback valuable for improvement?

Sub Vocab: Customer input, opinions, reviews

5. Loyalty:

Meaning: A customer's allegiance or continuous support for a brand or business.

Questions: a. How can businesses cultivate customer loyalty? b. Share a personal experience of brand loyalty. c. Why is retaining loyal customers essential for long-term success?

Sub Vocab: Devotion, allegiance, steadfastness

6. Resolution:

Meaning: The act of finding a solution to a customer's issue or concern.

Questions: a. How do you approach conflict resolution in customer service? b. Share an example of successfully resolving a customer's problem. c. Why is swift resolution important in maintaining customer satisfaction?

Sub Vocab: Solution-finding, settlement, conclusion

7. Etiquette:

Meaning: The customary code of polite behavior in a professional setting.

Questions: a. What role does etiquette play in client meetings? b. Share an example of the importance of business etiquette in customer service. c. How can cultural differences impact business etiquette?

Sub Vocab: Manners, courtesy, protocol

8. Refund:

Meaning: The return of money to a customer for a purchased product or service.

Questions: a. How do businesses decide when to issue a refund? b. Share an experience involving a refund process. c. Why is a fair refund policy important for customer trust?

Sub Vocab: Reimbursement, repayment, restitution

9. Upselling:

Meaning: The strategy of persuading a customer to buy additional products or services.

Questions: a. How can businesses effectively implement upselling techniques? b. Share an experience of successful upselling. c. Why is upselling a common practice in sales?

Sub Vocab: Cross-selling, suggestive selling, add-on sales

10. Accessibility:

Meaning: The ease with which customers can obtain products or services.

Questions: a. In what ways do businesses enhance accessibility for customers? b. Share an example of a business ensuring accessibility for diverse customers. c. Why is accessibility important for customer satisfaction?

Sub Vocab: Availability, approachability, user-friendliness

11. Empowerment:

Meaning: Granting employees the authority to make decisions that benefit the customer.

Questions: a. How does employee empowerment contribute to excellent customer service? b. Share a personal experience where employee empowerment made a difference. c. Why is empowering frontline staff crucial in customer interactions?

Sub Vocab: Delegation, authority, autonomy

12. Transparency:

Meaning: Openness and honesty in business practices, ensuring clarity for customers.

Questions: a. Why is transparency important in customer communications? b. Share an example of a business displaying transparency. c. How can businesses maintain transparency in product or service offerings?

Sub Vocab: Openness, candor, clarity

13. Rapport:

Meaning: A harmonious and positive relationship between individuals.

Questions: a. How do you go about building rapport with clients? b. Share an experience where rapport-building positively impacted a customer interaction. c. Why is establishing rapport a key factor in customer service?

Sub Vocab: Relationship building, connection, understanding

14. Turnaround Time:

Meaning: The period it takes to complete a process or resolve an issue.

Questions: a. How can businesses improve turnaround time in customer service? b. Share an example of a situation where swift turnaround time made a difference. c. Why is minimizing turnaround time important for customer satisfaction?

Sub Vocab: Response time, processing time, efficiency

15. Acknowledgment

The act of recognizing and confirming receipt or awareness.

How can businesses effectively acknowledge customer inquiries or feedback?

Share an instance where acknowledgment positively impacted a customer experience.

Why is timely acknowledgment crucial in customer service?

Sub Vocab: Confirmation, recognition, response