

I'm sure we can find a solution – dealing with customers

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Kundenorientierung wird in der Praxis immer mehr zum Erfolgsfaktor für Unternehmen. Daher stellen sich Firmen jeden Tag neu die Frage, wie man am besten mit Kundenbeschwerden umgeht. Dies liegt vor allem daran, dass viele Bestellungen und Leistungen heutzutage online abgewickelt werden. Dies bedeutet nicht nur, dass Firmen ihre Kunden oft gar nicht mehr zu Gesicht bekommen, sondern auch, dass sie auf der ganzen Welt verstreut sein können.

Die Globalisierung der Weltmärkte fordert immer mehr, dass Angestellte sich auch mit Beschwerden auf Englisch auseinander setzen müssen.

In dieser Unterrichtseinheit lernen Ihre Schüler, was Kundenzufriedenheit ausmacht und wie man souverän und zugleich höflich mit Beschwerden umgeht. Anhand von realitätsnahen Beispieldialogen und zahlreichen Wortschatzübungen erarbeiten sie passende Redemittel. Diese werden abschließend in einem Rollenspiel im Kontext angewandt.



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Nicht nur von Kundenserviceitarbeitern wird es heute erwartet, souverän und freundlich mit internationalen Kundenbeschwerden umgehen zu können.

Was Wichtigste auf einen Blick	
<p>Kompetenzen</p> <ul style="list-style-type: none"> – höfliche Standardphrasen für den Umgang mit Kundenbeschwerden kennen und anwenden – thematischen Wortschatz beherrschen – Ursachen für positives und negatives Kundenfeedback kennen – Lösungsmöglichkeiten für verschiedene Arten von Kundenbeschwerden kennen 	<p>Dauer</p> <p>6 Schulstunden</p> <p>Niveau</p> <p>B1/B2 (Differenzierungsmaterial für A2)</p> <p>Ihr Plus</p> <p>mit acht vorgefertigten Rollenkarten</p>

*Materialübersicht***1. Stunde Talking about customer service departments**

- M 1 (Tx) How to deal with customers – a group discussion
 M 2 (Ws) Customer service departments – reading an info text

CD 23;
Track 1**2./3. Stunde How to achieve customer satisfaction**

- M 3 (Ws) How to achieve customer satisfaction – reading an info text
 M 4 (Ws) What a great backpack! – Talking about customer feedback
 M 5 (Ws) Customer Service Week – getting to know an event in the US
 M 6 (Ws) They gave me a replacement – a partner activity

CD 23;
Track 1**4.–6. Stunde How to deal with dissatisfied customers**

- M 7 (Tx) Dealing with dissatisfied customers – a group discussion
 M 8 (Ws) Why do companies have hotlines? – Reading an internet text
 M 9 (Ws) Dealing with complaints – a listening comprehension
 M 10 (Ws) Complaining and answering to complaints – useful phrases
 M 11 (Rp) We've received an incorrect invoice – role play cards

CD 23;
Track 3–7**Vocabulary** Complaining and answering to complaints (M 12)**Bedeutung der Abkürzungen****Rp:** Role play; **Tx:** Text, **Ws:** Worksheet**Minimalplan**

Sie haben nur zwei Stunden zur Verfügung? So können Sie die wichtigsten Inhalte erarbeiten:

1. Stunde: How to achieve customer satisfaction **M 3 und M 6**
 2. Stunde: Dealing with complaints **M 9, M 10 und M 12**

Zusatzmaterialien auf CD bzw. in der ZIP-Datei

- M2_Zusatz_A2 (alternatives Arbeitsblatt mit einfacherem Text)
 M4_Zusatz_A2 (alternatives Arbeitsblatt mit einfacherem Text)
 M5_Zusatz_A2 (alternatives Arbeitsblatt mit einer einfacheren Aufgabe 1)



M1 How to deal with customers – a group discussion

Take part in a discussion about how to deal with customers successfully.

Tasks

What's your opinion? Look at the following statements and decide whether they are true or false. There may be more than one possibility.



1. Make notes for yourself.



2. Get together with a partner and discuss your answers.



3. Discuss your answers with your class or group.



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1. a) The customer is always right.
b) The customer is sometimes right.
c) The customer is seldom right.
d) The customer is often right.
2. a) You should always compensate¹ a customer.
b) You should compensate a customer only if he/she has a receipt².
c) You should compensate a customer with a credit voucher³.
d) You should compensate a customer with cash.
3. a) You should never shout at a customer.
b) You may sometimes be loud with a customer.
c) You should always keep your normal tone of voice⁴ with a customer.
d) You should not get into a discussion with a customer.
4. a) Always listen to your customer carefully.
b) Offer a customer a solution straight away without any discussion.
c) Listen and repeat the problem again.
d) Whilst listening use phrases such as "I understand ..." or "I'm sure we can find a solution ..."
5. a) Offer the customer an immediate solution.
b) Offer to fetch the manager.
c) Offer to exchange the product immediately.
d) Offer to give the customer discount⁵ on his/her next purchase⁶.
6. a) It is always possible to find a good solution.
b) Sometimes it is impossible to find any solution.
c) Solutions should be discussed with the customer.
d) The manager is the only person able to offer a solution.

Vocabulary

1 **to compensate**: entschädigen – 2 **receipt**: der Kassenzettel, die Empfangsbestätigung – 3 **credit voucher**: der Gutschein – 4 **tone of voice**: der Tonfall – 5 **discount**: der Rabatt – 6 **purchase**: der Kauf

Customer service departments – reading an info text

M 2

Find out about the organisation of customer service departments in larger companies.

Customer service departments

Many larger companies have their own customer service department. It is responsible for dealing directly with customers. The employees in this department answer the phone, write emails or deal on a face-to-face basis with the customers. They offer information on products or services, give advice¹ or deal with complaints².

Companies not only have special guidelines³ concerning company policy⁴ on everyday matters such as giving information, but also on how to deal with complaints from difficult customers.

The employees are trained to offer solutions to standard problems which may arise and are authorised⁵ to provide compensation⁶ for customers if this is necessary. They may also transfer the customer to the relevant department if the solution is not within their jurisdiction⁷.

A customer service department may have three levels of competency⁸: the junior employee or first level service, the (Key) Account Manager or second level employee who might only deal with certain key customers and the Customer Service Manager who is responsible for the whole team.

Task 1: Answer the following questions with full sentences using the information from the text.

- Do all companies have customer service departments?
- Does the customer service department only deal with customers on the phone?
- Do customer service departments only deal with complaints?
- Do employees in the customer service department have special training and if so, why?
- What does an employee do if he/she cannot offer a solution?
- What levels of competency can you find in a customer service department?

Task 2: Use words from the grey box to complete the sentences.

- A small company does not usually have its own _____.
- There are _____ questions and specific questions.
- A _____ may deal only with important customers.
- An employee can give client information or _____.
- A customer service department may have employees on _____.
- The Manager of the department is _____ for everything.
- If you are given permission to do something you are _____ to do it.
- It is not always easy to find a _____ to a problem.
- _____ is a set of rules used in a company.

advice • authorised • customer service department • company policy • key account manager
responsible • solution • standard • three levels

Vocabulary

1 to give advice: Rat geben – 2 complaint: die Beschwerde – 3 guidelines: die Richtlinien – 4 company policy: die Geschäftspolitik – 5 to be authorised to do sth.: berechtigt sein, etw. zu tun – 6 compensation: die Entschädigung – 7 jurisdiction: die Zuständigkeit – 8 level of competency: der Kompetenzbereich

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