

Look at the picture



What comes into your mind while you are looking at this picture?

It's a person filling in a customer service survey form.



Unit 7 Customer Service

Text A I really want to know
Text Comprehension

Teaching Objectives



To discuss the methods of conducting customer satisfaction surveys



To understand the outline of the text



To put into use

01

Methods of conducting customer satisfaction surveys



1 Discussion



Discussion question:

What are the methods of conducting a customer satisfaction survey?



different types of the methods

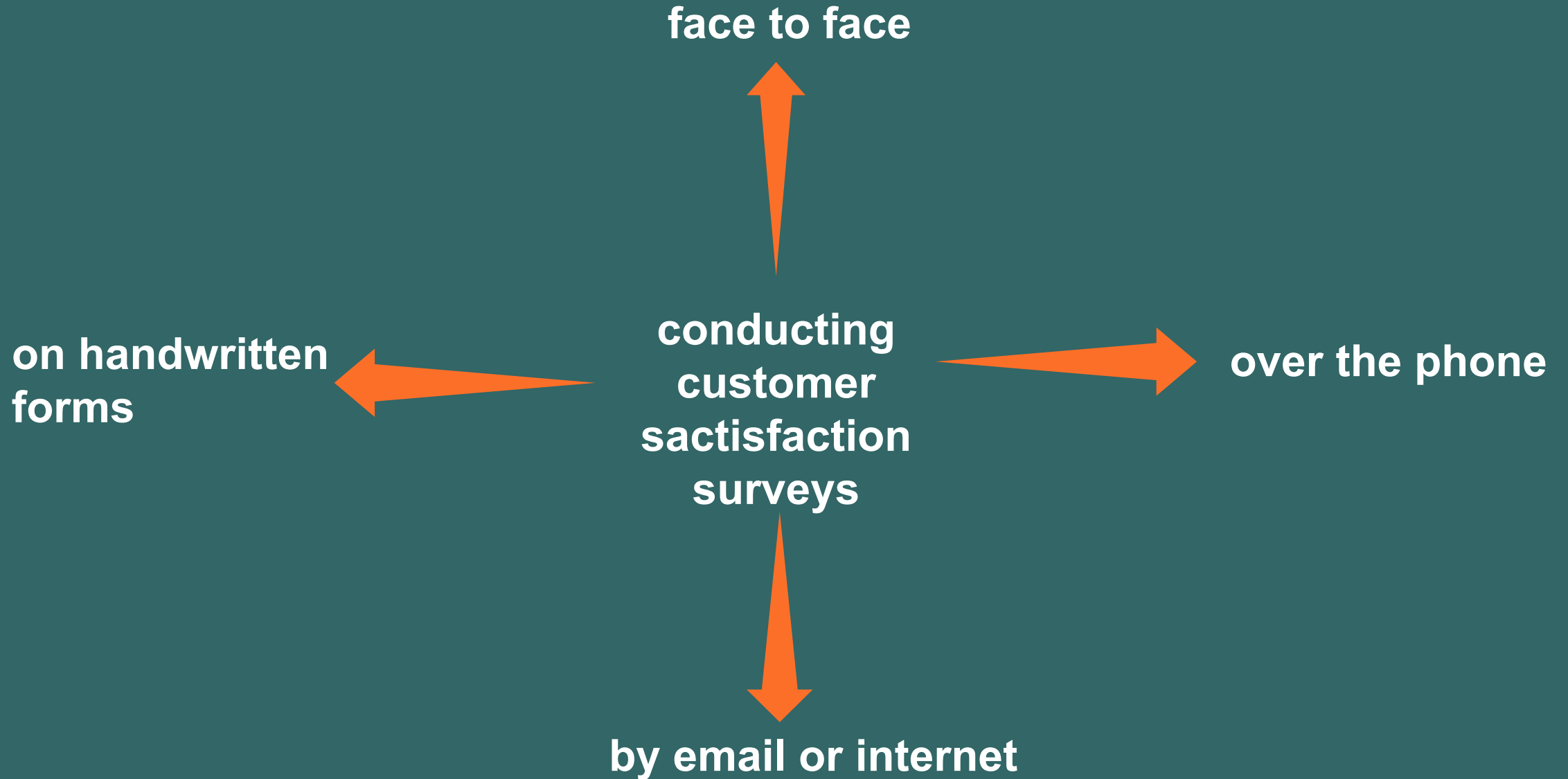
face to face

on handwritten
forms

conducting
customer
satisfaction
surveys

over the phone

by email or internet



Outline of the Text



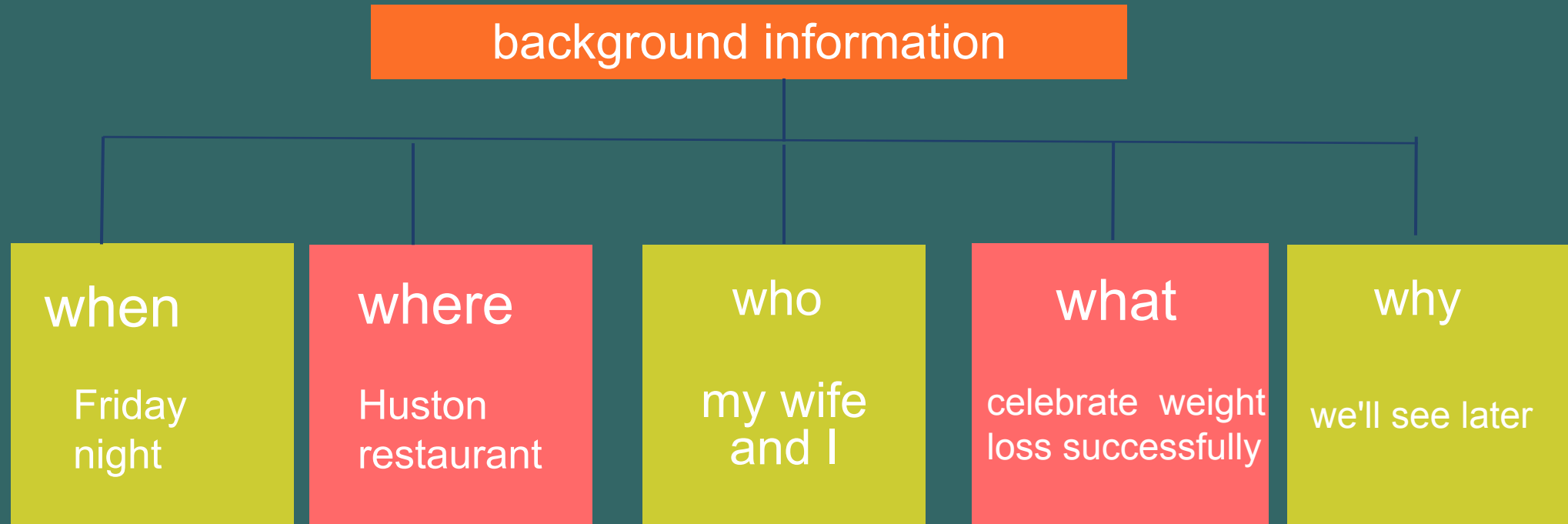
02

Paragraph 1-2

Introduction



Introduce the background information



Paragraph 3-6

reasons that the author didn't feel satisfied



How to effectively conduct customer satisfaction surveys

the
right way

1. correctly design the entire measurement process

2. impliment from the start to finish

3. establish a process of gathering data

4. obtain the representative sample from customers

Paragraph 3-6

reasons that the author didn't feel satisfied



2. Why can't the owner of the restaurant get the real result of the survey?

the
inappropriate
way

1. the survey was brought with the check


2. the questionnaire has been filled out by the waiter

3. the customer return the finished questionnaire by
others without thinking twice

4. the owner of the restaurant who got fake results just
fools himself

Paragraph 7

Author's suggestion

 In order to successfully measure customer satisfaction, what should an organization pay much attention to?

careful design of
questionnaires

customer
satisfaction
surveys

pay much attention
to distribution and
collection process

structure

Hamburger style

Part 1

Introduce the background information.

introduction

Part 2

Explain the reasons why the author didn't feel satisfied with the service of the restaurant.

body

Part 3

Provide some suggestions

conclusion

03

Put into use



Put into use



TASK

Decide whether the following statements are true (T) or false (F) according to the passage.

- (**F**) 1. The writer was not satisfied with the meal of the restaurant.
- (**T**) 2. Establishing a process of gathering data is as important as proper questionnaire design for customer satisfaction measurement.
- (**T**) 3. The owner of the restaurant didn't really want to measure customer satisfaction.
- (**F**) 4. The writer hadn't intended to fill in the blank questionnaire.
- (**T**) 5. The writer thought postage-paid questionnaires would be a good way to measure customer satisfaction.

Put into use



Business know-how

- Establish the goals of the project—what to learn;
- Determine what people are targeted and how many are to be interviewed;
- Choose how to interview (face to face, telephone, etc.);
- Design the questionnaire;
- Pretest the questionnaire, if practical;
- Conduct interviews and collect data;
- Analyze the data—produce the findings.

Review Text A

Preview Text B

Assignment



THANK YOU