

Unit 7

Teaching objectives	<ul style="list-style-type: none"> ① How to make a survey to collect customer's opinions ② Master the key language points and grammatical structures in the text; ③ Learn how to write a menu in English and grammar: relative clauses ④ Learn how to write a letter of Adjustment ⑤ The format of a menu ⑥ The translation of English and Chinese menus ⑦ Listening strategy and methods. ⑧ grammar: relative Clauses
Teaching Focuses	<p>1. Vocabulary go off, deserve, gain, admirable, measure, entire, implement, establish, obtain, particular, comments, filled out, deposit, thinking twice, in place, hand out, distribution</p> <p>2. Structure It is +adj+ for sb. to do sth. eg. It is admirable for an organization to want to measure customer satisfaction.</p> <p>3. Difficult sentences What was a little difficult about this survey was that the questionnaire had already be filled about by the water.</p>
Teaching Procedure	<ul style="list-style-type: none"> 1. Warming-up 2. Study of Reading B 3. Study of Listening & Speaking 4. Study of Writing 5. Mini-project 6. Language Lab 7. Self-study Room 8.
Time Allotment	8 periods

Specific Procedures :

Step One 1. Ask the students to recall the layout of a letter

2. Summarize some useful expressions of servicing customers.

Step Two student satisfaction survey (task 1)

complete the following survey form about campus canteens.

(work in groups)

Step Three Reading A *I really want to know (the most important part)*

1 words & expressions

2 Ss read the text by themselves and then ask someone read out and translate.

3 read again and try to finish task 1&2.

4 teacher read and explain some language points.

Language point:

Friday night I went off my diet. I dare say I deserved a good meal after losing the twenty pounds I gained from too many trips to Manhattan restaurants last year. My wife and I went to one of our favorite Houston restaurants to celebrate the successful conclusion of my diet.

go off: *to stop*

e.g. He went off driving after the accident.

deserve: *v. to have earned something by good or bad actions or behavior*

e.g. You've been working all the morning—I think you deserve a rest.

gain: *v. to increase in weight, speed, height or value*

e.g. Last week I gained another five pounds.

It is admirable for an organization to want to measure customer satisfaction. However, to do so correctly, the entire measurement process must be properly designed and implemented from start to finish. Proper questionnaire design is just the first step in the process. Equally as important is establishing a process of gathering data which will obtain a representative sample of customers, and which keeps bias to a minimum. This is where many organizations fail. This is where this particular restaurant failed.

admirable: *a. having many good qualities that people respect and admire*

e.g. This essay is admirable in all respects.

measure: *v. to judge the importance or value of something*

e.g. Education shouldn't be measure only by examination results.

entire: *a. whole; complete*

e.g. It was the worst day in my entire life.

implement: *v. to take action or put into practice*

e.g. We have decided to implement the president's suggestion in full.

establish: *v. to start; to set up*

e.g. 1. My grandfather established the family business in 1938.

2. The relationships between the two companies were established two years ago.

obtain: *v. to get something especially by means of effort*

e.g. We wish to obtain first-hand information.

particular: *a. unusual, single and different from others*

e.g. They have conducted a research in this particular field.

After we had finished our coffee, the waiter brought over the check. With the check was a brief customer satisfaction survey. One side of the questionnaire contained a note from the owner,

beginning with the words “I really want to know”. The other side of the questionnaire contained a few standard measurement items and room for comments. What was a little different about this survey was that the questionnaire had already been filled out by the waiter. On a scale of “excellent”, “good”, and “needs improvement”, the waiter had drawn a line through all the “excellent” boxes.

Survey: *n. a general examination or study (of conditions, opinions, etc.), especially carried out by asking people questions*

e.g. A recent survey shows that many teenagers spend three hours a day playing computer games.

comments: *n. opinion given briefly in speech or writing about something or someone*

e.g. Do you have any comments to make upon my story?

filled out : *to complete (a form) by answering the questions in the spaces provided*

e.g. Could you fill out this application form quickly?

As much as I enjoyed the service, I was not about to deposit a questionnaire that somebody else had completed into a ballot box. However, many people would return such a questionnaire without thinking twice.

deposit: *v. to put something down in a particular place; to put money or something valuable in a bank or other places where it will be safe*

e.g. 1. She deposited her case in the corner.

2. You are advised to deposit your valuables in the hotel safe.

thinking twice: *to think very carefully about something*

e.g. The teacher advised him to think twice before deciding to quit school.

The owner of the restaurant is only fooling himself by keeping the current customer satisfaction measurement program **in place**. If he “really wants to know”, he would be better off asking someone to hand out postage-paid questionnaires to people as they left the restaurant.

in place: *in existence and ready to be used*

e.g. The new regulations are now in place.

hand out: *to give something to each member of a group*

e.g. Could you start handing these books out, please?

If you have a customer satisfaction measurement program in place, or if you are thinking of implementing one, we urge you to give as much attention to the distribution and collection process as you do to the questionnaire design.

urge

distribution: *n. the act of sharing things among a large group of people in a planned way*

e.g. The distribution of the food supplies in the earthquake area began two days ago.

Step four Business Know-how

Conducting a survey

- Establish the goal 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.

Step five reading B *Motorola Limited Warranty*

Students do it by themselves

Step six Listening & speaking

Warm-up

1. Ask the students to recall the words in readingA&B
2. Read aloud the text
- 3 preview some new words in listening.

listening

- Task 1 -----listen for details (missing words)
 Task 2 -----listen for details (choose the best answer)
 Task 3 -----listen and judge (true or false)
 Task 4 -----listen for details (numbers)
 Task 5 -----listen and fill in blanks with short sentences

speaking

Work in pairs. practice making and handling a complaint with the given information

Role B

- Greet the customer.
- Ask what happened.
- Express your regret.
- Offer a solution
- Express your regret again.
- Offer other solutions.

Role A

- Greet and say you have a complaint to make.
- State the problem in detail.
- Refuse to accept the suggested solution and propose yours..
- Accept a satisfactory solution.

Work Assignments

- Review words and text of unit seven
- Finish workbook

Step seven Letter of Adjustment Introduction

Replies to letters of complaint, often called “letters of adjustment”, must be handled carefully. Here are some suggestions that may help you write letters of adjustment:

- 1 Refer to the letter of complaint by date.
- 2 Identify the item or problem that the customer has encountered.
- 3 If your company is at fault, apologize.

- 4 Explain how the error occurred.
- 5 State exactly how you intend to solve the problem.
- 6 If you cannot solve the problem as they wish, try to make a slight adjustment.

Step Eight writing

Task 1 Complete the following letter of adjustment with the given expressions.

Task 2 suppose you are the customer service manager of your company . write a letter of adjustment to the letter of complaint in task 1 on page 90.

Step Nine Mini-Project

Customer Satisfaction Questionnaire

Gender: male / female

- 1 what is the brand of your mobile phone?
- 2 how long have you had the phone?
- 3 how do you like the overall performance of the phone?
- 4 which function of the phone do you like most?
- 5 have you ever used the phone's after-sales service?

Work in groups. Each group asks several Ss to fill in the questionnaire about their use of mobile phones and then draft a summary of the survey results.

Step ten language lab

- Task 1 vocabulary(meaning)
- Task 2 vocabulary(using)
- Task 3 sentence(structure)
- Task 4 choose the best answer (words & phrases)
- Task 5 translate

Step eleven Work Assignments

Review Unit seven thoroughly and carefully