

6 | Practice file

Working with words

1 Match the verbs 1–6 to nouns a–f.

- | | |
|--------------------|--------------------------|
| 1 conduct <i>e</i> | a a personalized service |
| 2 encourage _____ | b repeat business |
| 3 offer _____ | c customer loyalty |
| 4 deal with _____ | d complaints |
| 5 get _____ | e <i>surveys</i> |
| 6 meet _____ | f the needs of customers |

2 Complete the text about the Customer Service Department of a telecommunications company with a suitable form of a phrase from 1.

Developments in the telecommunications industry happen so fast, that we are always ¹ *conducting surveys* to find out exactly what our customers want.

We ² _____ in the 21st century by offering quick and easy connections to Internet users.

We have a call centre which is open 24 hours a day to ³ _____ and we charge nothing

for the call. We ⁴ _____ by giving free local calls to customers who have been with us for more than two years.

We ⁵ _____ by suggesting ways of reducing their phone bill to individual customers and this means we ⁶ _____ from them.

3 Decide if the word in *italics* in each sentence is right (✓) or wrong (X). Change the words which are wrong.

- It was *possible* to contact the manager, so I sent him an email. *X impossible*
- We're very happy with our courier service because the drivers are so *reliable*.
- The person on the phone was very *helpful*, so I made a complaint.
- We ended our cleaning contract because we were *satisfied* with the service.
- The bank gave us a special rate because we are *loyal* customers.

Business communication

1 Choose the correct answer in *italics* in sentences 1–6. Then match the sentences to responses a–f.

- What / How* do you think about that proposal?
- Are / Do* you agree that we should contact them now?
- I think *you're / you have* right.
- I don't feel we *should / shouldn't* do anything now.
- I'm not / I don't* agree with you.
- What / How* do you feel about closing the factory?

- Good. I'm glad you agree with me. _____
- I don't agree with it at all. *1*
- Yes, I do. _____
- I agree with you. It's too early. _____
- It seems like a good idea. _____
- Why not? _____

2 The participants in the meeting below are discussing ideas for improving phone skills. Sabina Dusek doesn't agree with the others. Complete the dialogue with phrases from the list.

- | | |
|-----------------------------|----------------------|
| I don't think | I think you're right |
| do you think | personally, I feel |
| do you feel | I don't agree at all |
| <i>I think staff should</i> | I agree |

Albert If a customer has a complaint,
¹ *I think staff should* say sorry immediately.

Sabina I'm sorry, but
² _____. If they say sorry, that means it's our fault.

Janek Oh, ³ _____ so. We're just saying that we are sorry they have a problem. Customers like to hear that.

Albert ⁴ _____ with you, Janek. In a survey we did recently, many of our customers said that the person they spoke to didn't understand the difficulties they were having.

Janek What ⁵ _____ about this, Tomas?

Tomas Well, ⁶ _____ there's something even more important here. Too many staff are telling customers that there's nothing they can do. They say the problem is the customer's fault. That's just not acceptable.

Albert Yes. ⁷ _____ How ⁸ _____ about all this, Sabina? Don't you agree?

Sabina No, I'm afraid I don't. I think that some customers try to make us pay for their mistakes. But I agree that it's important to be polite and listen carefully first.

Comparative and superlative forms

Form

1 Add *-er* or *-est* to one-syllable and some two-syllable adjectives.

cheap cheaper the cheapest
quiet quieter the quietest

If an adjective ends in *-y*, change the *-y* to an *-i* and add *-er* or *-est*.

easy easier the easiest

2 Double a consonant after a vowel at the end of short adjectives.

hot hotter the hottest
big bigger the biggest

3 Some adjectives are irregular.

good better the best
bad worse the worst

4 Add *more* and *most* to two- or more syllable adjectives.

expensive more expensive the most expensive

5 Add *than* after the comparative to compare two things / people.

The Sales Manager is more popular than the Financial Manager.

Note: in the superlative form, you can also use *my*, *our*, *their*, etc. instead of *the*.

Use

1 Use the comparative to compare two things.

Fridays are better than Mondays.

2 Use the superlative to compare one thing to many other things.

Saturdays are the best.

3 To say something is the same, use *as + adjective + as*.

My office is as big as yours.

4 To say something is different use *not as + adjective + as*.

This machine isn't as complicated as the old one.

1 Complete these sentences using the comparative or superlative form of the adjective in brackets.

- Our Managing Director is younger (young) than the Financial Director.
- Our company was _____ (profitable) last year than this year.
- We have seven factories; the _____ (large) one is in Mexico.
- Hotels in London are _____ (expensive) than in Paris.
- I think our new brochure is _____ (good) than our competitor's brochure.
- Our _____ (famous) product is the VS520.
- 1995 was _____ (bad) year for our company ever.
- Germany is _____ (big) country in the EU.

2 A company is looking for a new office building. Read the information about the three possibilities. Tick (✓) the sentences which are true and correct the false sentences.

	Building Master Tower	Edison Building	Soria Palace
Built	2000	2009	1989
Size	500m ²	300m ²	1,000m ²
Cost	25,000 € / month	8,000 € / month	25,000 € / month
Distance from city centre	5km	20km	0km

- The Master Tower is more modern than the Edison Building.
The Master Tower is not as modern as / is less modern than the Edison Building.
- The Soria Palace is larger than the Master Tower.
- The Edison Building is the most expensive.
- The Soria Palace is more difficult to get to from the city centre than the Master Tower.
- The Master Tower isn't as modern as the Soria Palace.
- The Edison Building is the largest of the three buildings.
- The Soria Palace is more expensive than the Master Tower.
- The Edison Building is further from the city centre than the Soria Palace.