

OXFORD Business English

English for Customer Care

Rosemary Richey

EXPRESS SERIES



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M-ROM



MultiROM

English for Customer Care is accompanied by a MultiROM
which has a number of features.

Interactive exercises to practise useful phrases, vocabulary,
and communication through your computer.

Listening extracts. These are in enhanced audio format that
can be played on a conventional CD-player or through the
audio player on your computer.

If you have any problems, please check the technical sup-
port section of the readme file on the MultiROM.



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About the book

English for Customer Care has been developed for people working in customer service who need a good level of English. You might be working in the sales or customer service department of a company, or you might have direct contact with customers in a bank or hotel. Or perhaps you speak to customers on the telephone from a helpdesk or a call centre. In all of these situations you need language skills and specific techniques in order to be able to communicate successfully. **English for Customer Care** not only offers expressions and vocabulary, it also addresses strategies related to the effective use of English in a business context.

English for Customer Care consists of six units. The first unit offers an introduction to the basic principles of Customer Service. The following four units deal with various different forms of customer contact: face to face meetings, telephone calls, call centres, or written communication. The final unit presents speaking skills that are needed in order to solve problems and deal with customer complaints effectively.

Each unit begins with a **Starter**, which consists of small exercises, brainstorming activities, or a quiz. This is followed by dialogues, texts, and authentic documents, along with a variety of exercises that help you to learn the vocabulary and expressions in context. You will be directed to the **Partner Files** at various points in the units, where role-play information gap activities allow you and a partner to practise the language presented in the unit in realistic situations. Each unit ends with a text which relates to the topic of the unit and leads to discussion. When you have worked through all the units you can **Test yourself!** with a crossword on the vocabulary in the book.

The **MultiROM** contains all the **Listening extracts** from the book. These can be played through the audio player on your computer, or through a conventional CD-player. In order to give yourself extra listening practice, listen to it in your car or copy it to your MP3 player. The **Interactive exercises** let you review by doing exercises that cover the essential language from the book, this will be particularly valuable if you are using the book for self-study.

At the back of **English for Customer Care** there is an **Answer key** where you can check your answers. You will also find the **Partner Files**, the **Transcripts** of the listening extracts, an **A-Z word list**, and a list of **Useful phrases and vocabulary** that you can refer to while you are at work.