

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A coffee cup is on the table. A large teal semi-transparent shape is overlaid on the left side of the image, containing the main title text. The text is in a bold, dark blue, sans-serif font. There are small white dots in the top left corner of the teal shape and in the bottom right corner of the dark blue footer.

NEW BUSINESS ENGLISH 6

Lesson 32

Retailing Customer Service

LEARNING GOALS

- ◆ Using Indirect Questions To Ask For Information
- ◆ Expressing Alternatives and Conditions



Warm-up

- ◆ What is retail customer service?
- ◆ How important is retail customer service?





Abby meets up with Tracer, the distributor of Allie Swan, to get feedback on their products.

Situational Dialogue

Listen to the audio.

Abby: Hi, Tracer. Long time no see. How are you doing?

Tracer: Quite well, thanks.

Abby: I'd like to know whether your customers have any **queries** about our products.

Tracer: A customer has inquired if the sunscreen is suitable for **sensitive skin**.

Abby: Sure, our sunscreen is mostly made up of pure **organic ingredients**, which are gentle enough for sensitive skin, yet effective for most skin types. Customers can use the product whether they have normal or sensitive skin.

Tracer: I see. Some of them are also curious about how frequently they should reapply sunscreen.

Abby: Well, it depends on the amount of sun **exposure** they get throughout the day. Generally speaking, they should reapply sunscreen every 2 hours if they are outdoors. If they are indoors and away from windows, the need to reapply is less necessary.

Role-play

Do a role-play and then answer some questions.

Abby: Hi, Tracer. Long time no see. How are you doing?

Tracer: Quite well, thanks.

Abby: I'd like to know whether your customers have any queries about our products.

Tracer: A customer has inquired if the sunscreen is suitable for sensitive skin.

Abby: Sure, our sunscreen is mostly made up of pure organic ingredients, which are gentle enough for sensitive skin, yet effective for most skin types. Customers can use the product whether they have normal or sensitive skin.

Tracer: I see. Some of them are also curious about how frequently they should reapply sunscreen.

Abby: Well, it depends on the amount of sun exposure they get throughout the day. Generally speaking, they should reapply sunscreen every 2 hours if they are outdoors. If they are indoors and away from windows, the need to reapply is less necessary.

Learning Goals

∴ Using Indirect Questions To Ask For Information

- Whether
 - If
- } (indirect yes/ no questions)

Example sentences:

- I'd like to know **whether** your customers have any queries about our products.
- A customer has inquired **if** the sunscreen is suitable for sensitive skin.
- I was wondering **if** you offered discounts or promos to regular customers.

Note:

Indirect questions are a more polite way to ask for information or make requests.

Learning Goals

∴ How to Express Alternatives and Conditions

WHETHER

(alternatives)

“Whether” is used to show that there is more than one option available.

- You can wear this **whether** you are small **or** medium in size.
- You can use the product **whether** you have sensitive **or** normal skin.

IF

(conditions)

“If” is used when writing a conditional sentence.

- **If** you are exposed to the sun, you have to re-apply the product after 2 hours.
- You may email us directly **if** there are issues with the product.

Oral Practice

Scenario:

A customer is undecided which dress to buy in your store due to the variety of options. Help the customer decide by expressing alternatives.



S

S-M

L

∴ Using Indirect Questions To Ask For Information

- Whether
- If

How to Express Alternatives and Conditions

- Whether (alternatives)
- If (conditions)

Mystery Shopping



Mystery shopping is a type of market research that uses a secret shopper to act as a true customer to evaluate the customer experience in-person, over the phone, or online.

A **mystery shopper (secret shopper)** is someone who gets paid to visit a store or restaurant and secretly evaluates things like customer service, store cleanliness, and product quality.



1. *In what ways can mystery shoppers help businesses?*
2. *Do you think hiring mystery shoppers can increase company sales?*

Overview

Keywords and expressions:

*queries/ sensitive skin
organic ingredients/ exposure*

Using Indirect Questions To Ask For Information:

- *I'd like to know whether your customers have any queries about our products.*
- *I was wondering if you offered discounts or promos to regular customers.*

How to Express Alternatives and Conditions:

- *You can wear this whether you are small or medium in size.*
- *You may email us directly if there are issues with the product.*

*Made by Leras
Proofread by Zach*

