

CUSTOMER SATISFACTION

AudioScript

B

Listen to three people explain why their businesses have been successful. Complete the chart.

Clothing store

Woman: To be successful in the boutique business, the first thing is getting the customer to come into the store. You have to have interesting and eye-catching displays so that people walking by can see the kinds of things you sell and want to come in for a closer look. It's no good having things hidden out of sight, so always have great window displays. Then once customers are inside, well, of course, we want them to spend some money. That's why we have different sections for different prices. People can go straight to a section where everything costs less than \$20 or another section where things cost between \$40 and \$50. This has been a very successful strategy for us.

Café

Man: One of the most important things about a successful café is the atmosphere. In order to get people in, it has to look cozy, comfortable, and not too crowded. People don't want to be squeezed up against strangers at other tables. So in our café, we have lots of different seating areas – some have sofas and low tables, and some have bar stools at the counter – so people can choose the kind of place they want to sit. We also want to make it comfortable for people to come into if they're alone. We have lots of free magazines and newspapers, so if customers want to sit quietly by themselves, they have something to read while they're waiting for their order.

Restaurant

Man: One of the most important things in a restaurant, of course, is the menu. People want to have things that they don't necessarily eat at home. So we change the menu every week, adding one or two new dishes so that people will want to keep coming back. Our menu is really interesting, with healthy, delicious food at good prices. And another thing we do that you don't find in lots of restaurants is give out free samples if people aren't sure what to order. This way, they can taste a little bit of a new dish to see if they would like to order it. People love this idea.

C

Listen again. What other factors make each business a success? Check the correct answers.

Answers

A

Answers will vary.

B

Clothing store: getting the customer into the store

Café: the atmosphere

Restaurant: the menu

C

Clothing store: a, b

Café: c, d

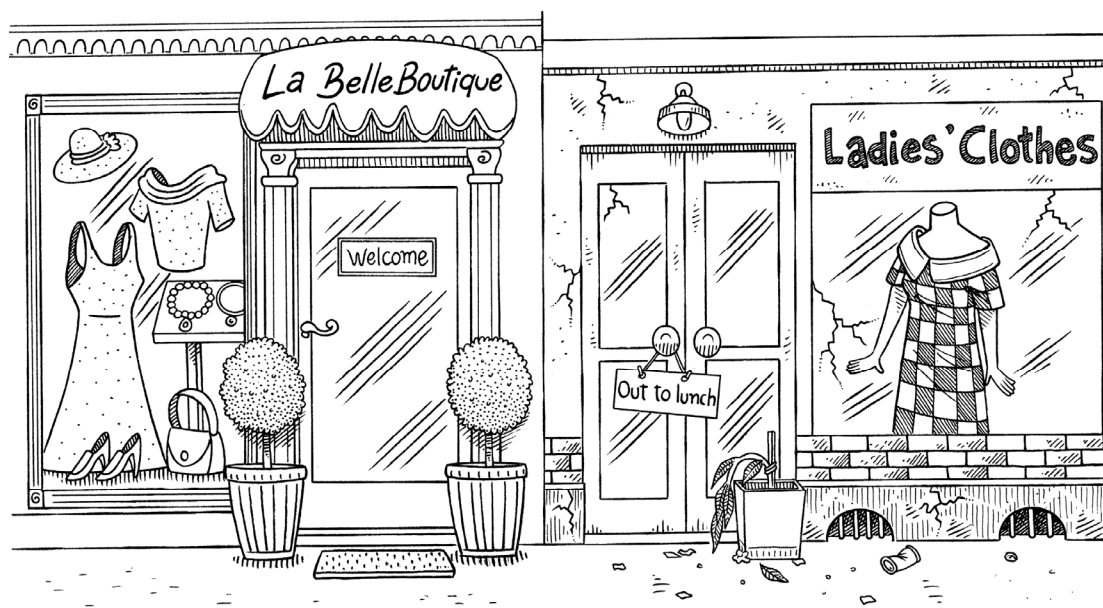
Restaurant: a, c

D

Answers will vary.

CUSTOMER SATISFACTION

A PAIR WORK La Belle Boutique is a very successful clothing store. Look at the picture. Why do you think it's successful?



B Listen to three people explain why their businesses have been successful. Complete the chart.

Business	Most important factor
Clothing store	
Café	
Restaurant	

C Listen again. What other factors make each business a success? Check (✓) the correct answers.

Clothing store

- ☐ a. interesting displays
 ☐ c. a wide variety of products
☐ b. sections based on price
 ☐ d. knowledgeable staff

Café

- ☐ a. a varied menu
 ☐ c. different seating areas
☐ b. fast service
 ☐ d. free reading material

Restaurant

- ☐ a. reasonable prices
 ☐ c. free samples of food
☐ b. fast service
 ☐ d. homemade dishes

D GROUP WORK Talk about your favorite clothing store, café, and restaurant. Why did you first go there? Why do you keep going back?