

Role play MT1.1_6 “Handling Customer Complaints”

Objective:

To help participants practice adapting their language style to different contexts and audiences independently by analyzing a customer service scenario and crafting appropriate responses.

Case Study: Handling Customer Complaints

Total Duration: 30 minutes

Instructions:

Scenario:

Alex, a customer service representative for a home appliance company, needs to handle different customer complaints regarding a faulty product. The objective is to adapt the language style depending on the medium and the customer's tone.

1. Phone Call from an Upset Customer:

1. A customer is calling in a frustrated tone because their recently purchased washing machine stopped working after one week of use. The conversation should be empathetic, reassuring, and informative, with a clear plan for resolving the issue.

2. Follow-Up Email to a Customer After Resolving the Issue:

1. Alex needs to write a follow-up email after arranging a repair appointment. The email should be formal, polite, and show appreciation for the customer's patience.

Individual Task:

- Participants will analyze the appropriate language style for each interaction. For each interaction (phone call and follow-up email), participants should:
 - **Identify the required language style:** empathetic/informal for the phone call and formal for the email.
 - **Analyze tone, word choice, and sentence structure** appropriate for each interaction.
 - **Write Short Examples** of how Alex should communicate in each context. The examples should highlight differences in tone, language style, and approach to ensure effective communication.

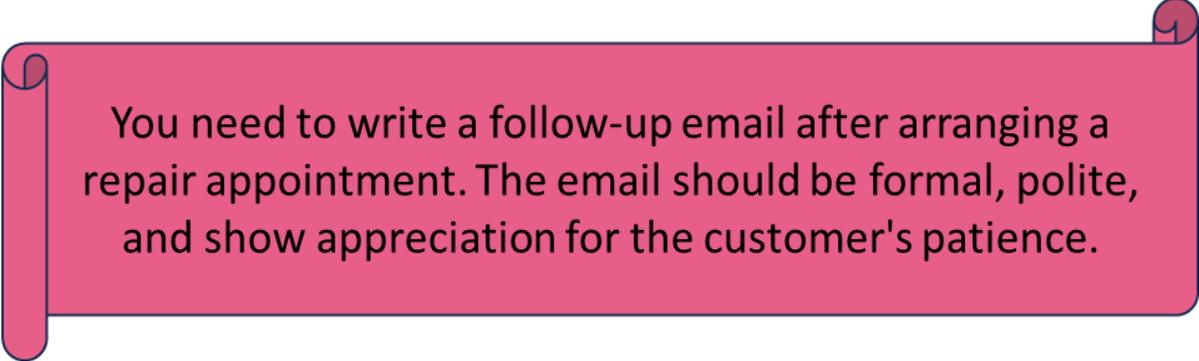
Scenario:

You, a customer service representative for a home appliance company, need to handle different customer complaints regarding a faulty product. The objective is to adapt the language style depending on the medium and the customer's tone.

Task 1:

A customer is calling in a frustrated tone because their recently purchased washing machine stopped working after one week of use. The response should be empathetic, reassuring, and informative, with a clear plan for resolving the issue.

Task 2:

A large, horizontal pink scroll graphic with rounded corners and a drop shadow. The scroll is unrolled, showing the text inside. The text is in a black, sans-serif font.

You need to write a follow-up email after arranging a repair appointment. The email should be formal, polite, and show appreciation for the customer's patience.

Attachment to MT
Task 2.3



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