

Lesson 63: Consumer Satisfaction Survey

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Takuya is a store manager at Mick Doughnuts. The shop is doing a survey in order to improve Mick Doughnuts' services. Takuya is now asking a customer to fill out a questionnaire.

Takuya: Hello, sir. My name's Takuya. Would you like to take part in Mick Doughnut's survey?

Bill: Sure. What do I have to do?

Takuya: I've got a questionnaire here. (Smiling). You can borrow my pen.

Bill: Okay. (Looking at the survey sheet) Do I just answer 'yes' or 'no'?

Takuya: That's right, sir. Don't forget to write down your comments and suggestions in the last section.

Bill: Why are you doing this survey?

Takuya: It's important to **take** the customers' feedback **into account**. It's one way of keeping them happy.

Bill: I see. I hope I'm getting a free doughnut for answering all these questions.

Takuya: As a matter of fact, you are getting a dozen free doughnuts!

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. You should **take** your mother's opinion **into account** when you plan your wedding.
2. A good man **takes** his loved ones **into account** before he makes any decision.
3. They didn't **take** her age **into account** when they hired her.

* **take A into account [consideration]** / Aを考慮に入れる

3. Your Task

You've just finished eating lunch at a restaurant. The manager (=your tutor) approaches you and asks if you would complete a short survey about the restaurant's food. He insists it's an easy survey and can be done in a few minutes. However, you have a meeting in ten minutes. Politely decline the manager's request.

4. Let's Talk

What do you think about when you hear the phrase 'customer satisfaction survey'?

Why are "customer satisfaction surveys" important for companies?

What are the do's and don'ts when answering survey questions?

5. Today's photo

Describe the photo in your words as precisely as possible.



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