



Cultural insights

Customer Services in Different cultures (pg. 16)

Activities

3. Create a cultural insights presentation.

- Divide the class into four groups, each representing one country: the United States, Japan, Germany and Spain.
- Research customer service practices in your assigned country. You can use the information provided in this lesson and conduct additional research.
- Create a poster or display that includes:
 - The key characteristics of customer service in your country.
 - Examples of how customer service is typically handled.
 - Cultural factors that influence customer service practices.
 - Be creative! Use colours and drawings to make your poster interesting.

Rubric:

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs improvement (1 point)
Research and Content	Thorough research; includes detailed key characteristics, examples, and cultural factors.	Good research; includes most key characteristics, examples, and cultural factors.	Basic research; includes some key characteristics, examples, and cultural factors.	Limited research; missing several key elements.
Visual Display	Poster is highly engaging, well-organized, and visually appealing with clear charts and images.	Poster is organized and visually appealing with most charts and images clear.	Poster is somewhat organized; lacks visual appeal and clarity in charts/images.	Poster is poorly organized and lacks visual appeal; charts/images are unclear.
Presentation Delivery	Clear, confident	Good delivery; some use of	Basic delivery; limited use of	Poor delivery; minimal use of



Answer Key

	delivery; effective use of props/costumes; engaging and well-rehearsed.	props/costumes ; mostly engaging with minor rehearsal issues.	props/costumes ; some engagement issues; noticeable rehearsal problems.	props/costumes ; lacks engagement and rehearsal.
Team Collaboration	Team worked seamlessly; all members contributed equally and effectively.	Team worked well with most members contributing; minor issues with contribution.	Team had uneven contributions; some members contributed more than others.	Team struggled with collaboration; unequal or minimal contribution.

4. Present your findings to the rest of the class. You can do this by:

- Creating a visual display: Use charts, images and bullet points to summarise your findings on the poster.
- Performing a short sketch or role-play: Act out a customer service scenario typical of your country to illustrate the cultural differences.
- Encourage questions from your classmates after your presentation. This will help everyone learn more!
- Remember to support each other during presentations; teamwork is important!

Rubric:

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs improvement (1 point)
Content accuracy	Information presented is highly accurate and detailed, showing a deep understanding of customer service practices.	Information is mostly accurate with some details; shows good understanding.	Information is somewhat accurate; shows basic understanding with some gaps.	Information is inaccurate or incomplete; shows limited understanding.
Clarity and organization	Presentation is very clear, well-organized, and easy to follow;	Presentation is clear and mostly organized; main points are	Presentation is somewhat clear; some organizational	Presentation is unclear and poorly organized; main



Answer Key

	main points are effectively communicated.	communicated well.	issues and main points are less effectively communicated.	points are not effectively communicated.
Engagement and delivery	Highly engaging; effective use of visual aids or role-play; confident and professional delivery.	Engaging with good use of visual aids or role-play; mostly confident delivery.	Somewhat engaging; limited use of visual aids or role-play; irregular delivery.	Not engaging; minimal use of visual aids or role-play; lacks confidence and professionalism.

Writing 2

Creating an Apology Letter for Customer Service (pg. 17)

Professional Challenge

Customer service improvement proposal

Work in pairs, use the customer complaint to create a simple Customer Service Improvement Plan. Partner A will review the contents of Unit 1 looking for easy ways to fix the problem, like being friendlier, responding faster or offering discounts. Partner B will think of practical solutions that can be applied quickly, such as training staff or improving product delivery.

Then, together, write a short proposal using a word processor. Include the customer complaint, your ideas for improvement, and a basic plan to make these changes. Then, use a presentation tool to create a simple visual summary with pictures or charts. Finally, present your plan to the class making sure your ideas are clear and easy to understand.

Sample answer:

Customer Complaint: Our customer experienced long wait times and unhelpful responses, leading to frustration and complaints about our service.

Research Findings (Partner A):

1. Best Practices: According to recent studies, companies can reduce wait times by using advanced support software and implementing chatbots for initial inquiries (Source: Tech Trends Journal).
2. Training: Regular staff training on communication and problem-solving is essential. Employees should be equipped with tools to handle customer issues efficiently (Source: Customer Service Weekly).



Answer Key

Proposed Solutions (Partner B):

1. Upgrade Support Software: Implement new software that manages customer requests more quickly and effectively. Introduce a chatbot to handle common questions and free up staff time.
2. Comprehensive Training Program: Develop a training program focusing on effective communication and problem-solving skills. Include role-playing scenarios to improve staff readiness.
3. Feedback System: Create an easy-to-use feedback system where customers can rate their service and suggest improvements.

Action Plan:

1. Month 1: Research and select the best support software. Start the chatbot implementation.
2. Month 2: Develop and start staff training programs. Schedule regular training sessions.
3. Month 3: Launch the feedback system and begin collecting data.

Presentation Summary:

- Introduction: Briefly describe the customer complaint.
- Research: Highlight key findings from your research.
- Proposed Solutions: Explain the proposed solutions and how they address the issues.
- Action Plan: Outline the steps for implementing these solutions.

Feedback from Partner: Partner A reviewed the proposal and suggested including a timeline for each step. Partner B added specific software names and training methods based on Partner A's feedback.

Class Presentation:

- Visuals: Use charts to show the current issues and the benefits of the proposed solutions.
- Explanation: Clearly explain how each solution will help solve the problems mentioned in the complaint and improve overall customer satisfaction.

End Result: The proposal was well-received. The class appreciated the detailed action plan and practical solutions.



Professional Challenge

Develop a Customer Service Improvement Plan aligned with SDG 8 (pg. 19)

Rubric for evaluation:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Executive summary	Clear, concise and fully aligns with SDG Goal 8.	Clear and aligns with SDG Goal 8 but lacks some detail.	Provides a summary but with limited alignment to SDG Goal 8.	Incomplete or lacks alignment with SDG Goal 8.
Assessment of practices	Thoroughly identifies strengths, weaknesses and challenges.	Identifies strengths, weaknesses, but lacks some detail.	Some assessment but lacks depth or misses key areas.	Incomplete or lacks clear assessment.
Improvement goals	Clear, measurable goals directly aligned with SDG Goal 8.	Goals are clear but may lack precise measurement.	Goals are vague or only partially aligned with SDG Goal 8.	Lacks clear or measurable goals.
Strategy development	Strategies are actionable, well-reasoned and employee/customer-focused.	Strategies are mostly actionable but may need refinement.	Some strategies are vague or lack direct actionability.	Strategies are unclear or not actionable.
Implementation plan	Timeline is clear, detailed and resources are well allocated.	Timeline is clear but may lack some detail.	Timeline and resource allocation are incomplete.	Lacks a clear timeline or resource allocation.
Measurement & evaluation	KPIs are well-defined and ongoing review is planned.	KPIs are defined but ongoing review needs more detail.	KPIs are vague and review process is	Lacks clear KPIs or a plan for ongoing review.



Answer Key

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
			not well outlined.	
Presentation Quality	Report and presentation are well-organized, professional and engaging.	Report and presentation are clear but may need refinement.	Presentation is somewhat clear but lacks engagement.	Presentation is unclear or poorly organized.