

1 READING & SPEAKING

a Look at these phrases. Who usually says them? Mark them **C** (customer) or **SP** (salesperson).

- 1 ☐ Do you need any help?
- 2 ☐ What size are you?
- 3 ☐ Do you have this in blue?
- 4 ☐ Have a nice day!
- 5 ☐ No, thanks, I'm just looking.
- 6 ☐ Are you looking for anything in particular?
- 7 ☐ It's a little big – do you have a smaller size?
- 8 ☐ Can I try these on?
- 9 ☐ Do you want your receipt in the bag?
- 10 ☐ The fitting rooms are over there.

b Read the article. Did the writer find the salespeople helpful? Why (not)?

c Read the article again. Underline the questions that the second salesperson asks. Which questions do you think aren't appropriate in this situation?

d Think of some stores that you go to frequently. Are the salespeople helpful or unhelpful? In what way?

2 GRAMMAR reported speech

a Cover the article and look at the sentences. Can you remember what the second salesperson asked and what the customer said?

- 1 He asked me if I needed any help. I said that I was just looking.

Do you need any help? (I'm just looking.

- 2 He asked me where I worked. I said I worked in an office around the corner.
- 3 He asked me if I liked college football. I said it was OK.
- 4 He asked me if I was going to watch the Colorado game. I said that I wasn't.
- 5 He asked me what I was doing after work. I told him I was having dinner with a friend.

b **G p.147 Grammar Bank 8B**

c **8.15** Listen. Change the conversations into reported speech.

- 1 *"Where do you live?"* (He asked her where she lived.
"I live downtown." (She said that she lived downtown.

When “happy to help” becomes a problem

Jonathan Haynes

It's my lunch break. I work near Union Station, a major Denver train station, and I've gone to the shopping mall there to buy a new wallet. It's a very simple shopping trip. At least, I think it's simple, but five minutes later, I'm not so sure.

As I enter the store, a salesperson at the far end shouts at me:

“Hi, how are you doing today? Do you need any help?”

I answer:

“I'm fine. I'm just looking, thanks.”

That should be the end of the conversation, and I go to look at the wallets.

“Hello, do you need any help?”

Here is another salesperson, who I will call SP2.

Me: *“I'm fine, thanks. I'm just looking.”*

I don't know why he needed to ask me this because I'm certain he heard me tell his colleague.

SP2: *“Are you going anywhere nice?”*

This seems like a strange question. I expected, “Are you looking for anything in particular today?” Because I don't answer, he repeats the question.



SP2: **"Are you going anywhere nice?"**

I remember that I'm in a store in a train station and I now understand his question.

Me: **"No. I work near here. I just came in to look for a new wallet."**

SP2: **"Where do you work?"**

Me: **"Oh, uh, I work in an office around the corner."**

I try to look at wallets, and hope he goes away.

SP2: **"Do you like college football?"**

It's a simple question, but I know that if I say yes, he will ask me questions about "your team." I'm not sure how this helps me to buy a wallet.

Me: **"Uh, it's OK."**

SP2: **"Are you going to watch the Colorado game?"**

I want him to stop.

Me: **"No, I'm not."**

I walk to another part of the store. The salesperson follows me.

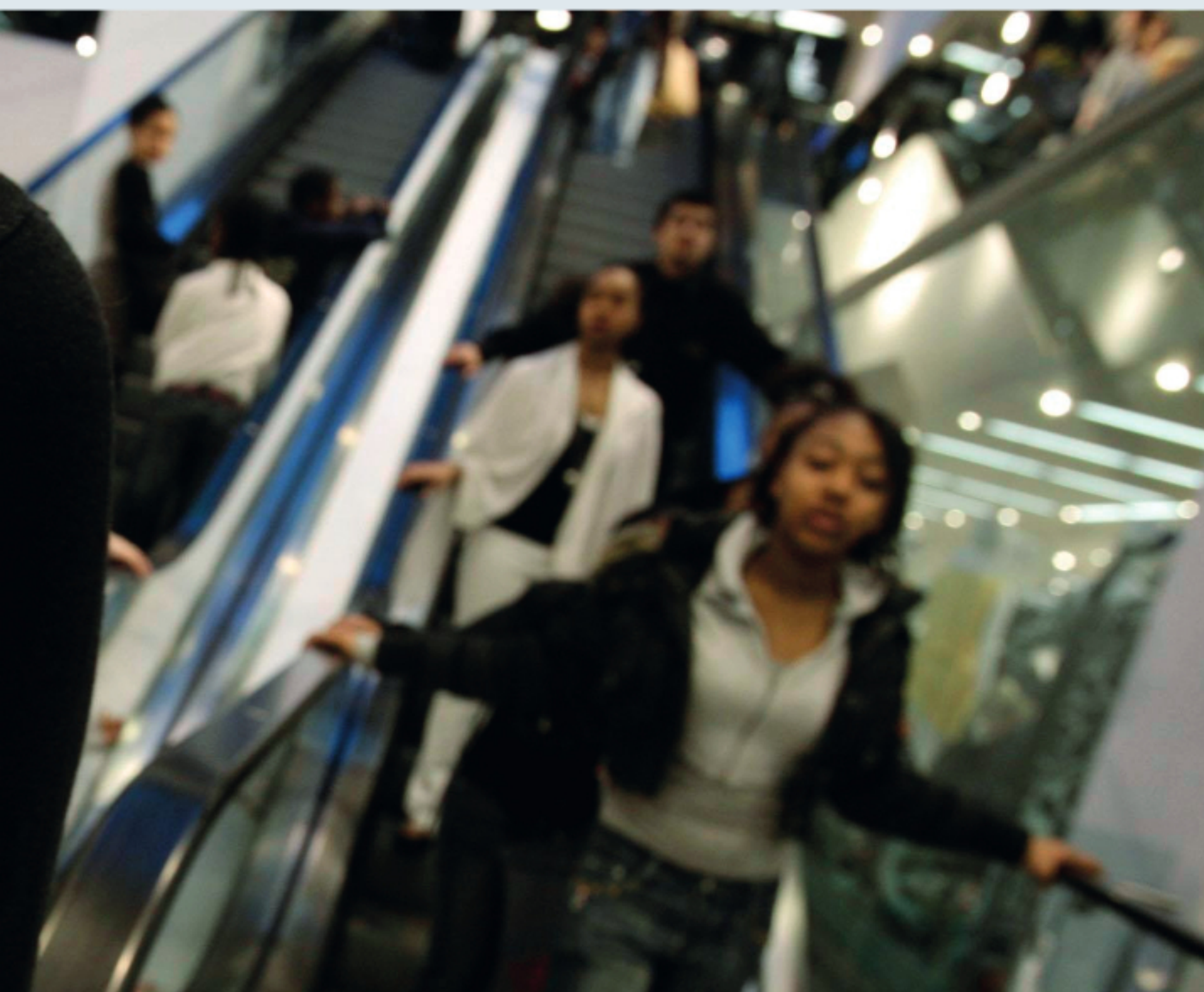
SP2: **"What are you doing after work?"**

Me: **"I'm having dinner with a friend."**

SP2: **"Are you doing anything for the rest of the day?"**

Me: **"Um, thank you for your help!"**

I run away without a wallet. His never-ending questions lost him the sale. Shopping didn't use to be like this. It is a big improvement that salespeople nowadays acknowledge your existence and are sometimes actually helpful. But there's a difference between being helpful and trying to pretend you're a shopper's best friend.



Adapted from The Guardian

3 VOCABULARY & SPEAKING shopping

a In pairs, explain the difference between...

- 1 a basket and a cart.
- 2 a credit card and a debit card.
- 3 a receipt and a refund.
- 4 a discount and a bargain.
- 5 a chain store and a department store.
- 6 a library and a book store.
- 7 put on a shirt and try on a shirt.
- 8 It fits you and It suits you.

b Look at the questions together and answer them. Ask for and give as many details as you can.

1 How often do you shop...? What do you buy?

- ☐ in street markets
- ☐ in supermarkets
- ☐ in shopping centers or malls
- ☐ online

2 What's your favorite store or website to buy...?

- ☐ clothes
- ☐ shoes
- ☐ books and music
- ☐ presents
- ☐ food

3 What...? Why?

- ☐ do you enjoy buying
- ☐ do you hate buying
- ☐ would you never buy online

4 Do you prefer shopping for clothes...?

- ☐ by yourself or with somebody
- ☐ at the beginning of the season or during a sale
- ☐ in small stores or in department stores

5 What do you think are the advantages and disadvantages of buying these things online?

- ☐ clothes
- ☐ groceries
- ☐ electronic items
- ☐ books

6 Do you ever look at things in stores and then buy them online? Why do you think people do this?

4 READING

- a Read the introduction to the article. Why is good customer service more important than it used to be?
- b Read the five stories. In pairs, try to guess how the last sentence of each story ends.
- c **Communication** Going the extra mile p.109 Read and check. Were you correct?
- d Read the stories again. In which stories...?
- ☐ ☐ ☐ does someone get what they wanted to buy without paying
 - ☐ ☐ does someone get something in the mail
 - ☐ ☐ is someone hungry
 - ☐ ☐ ☐ is the problem solved on the same day
- e Which example A–E do you think...?
- is the funniest
 - cost the company the most money
 - took the company the most time
 - was the most difficult to organize
 - is the best customer service

5 PRONUNCIATION the letters ai

- a **8.16** Listen and underline the stressed syllable. Then write the words in the correct column.

airline bargain captain claim
complain contain email explain paid
repair waiter

- b **8.17** Listen and check. Then answer the questions.
- How is *ai* usually pronounced a) when it's stressed, b) when it's unstressed? Which word is an exception?
 - How is *air* usually pronounced?
 - Is *said* pronounced /seɪd/ or /sed/?

Going the extra mile

In the age of social media, a story about a good (or bad) customer service experience is not limited to you and your friends. The best stories can go viral on social networks very quickly, bringing good or bad publicity to companies overnight. Here are five heartwarming true stories that reached millions of people because of the power of the internet.

A Nordstrom

One day, a member of the security staff in a Nordstrom department store noticed a woman crawling around on her hands and knees in the clothes department. She said she was looking for a diamond that had fallen out of her wedding ring while she was trying on clothes earlier that day. The man got down on the floor and searched with her. Then he asked a group of cleaners to help, and they searched, too. Finally, they looked through _____!

B Morton's, The Steakhouse

Peter Shankman was boarding a flight to Newark Airport, near New York City. It was dinnertime, and he knew he would be starving when the plane arrived. There's a Morton's near the airport, one of Peter's favorite restaurants, so he tweeted, "Hey, @Morton's – can you meet me at Newark Airport with a steak when I land in two hours? Thanks. ☺." He was joking, but amazingly, when he got off the plane, in the arrivals area there was _____.

C Ritz-Carlton Hotels

Chris Hurn's family spent their vacation at a Ritz-Carlton Hotel in Florida. Unfortunately, when they got home, they realized that they had left Chris's young son's favorite toy, Joshie the giraffe, at the hotel. The child was very upset, so Chris told him that Joshie was staying at the hotel for a little extra vacation. That evening, the hotel called to say that they had found Joshie. Chris thanked them and explained that he'd told his son that Joshie was having an extra vacation. Two days later, a package arrived. In it was Joshie, a present of a Frisbee and a ball, and a photograph of _____.

D Trader Joe's

At Christmas a few years ago, in Wayne, Pennsylvania, it snowed so hard that an 89-year-old man couldn't leave his home. His daughter was worried that he didn't have enough food. She called several stores and asked if they would deliver food to her father's home, but they all said no. Eventually, she spoke to someone at a store called Trader Joe's. They also told her that they didn't deliver – usually. But because she was so worried, they said that they would make an exception. The employee then wished her a Merry Christmas. Half an hour later, the food arrived at her father's house, with _____!

E Apple

A man bought the latest iPad online, but when his wife saw it, she thought it was too expensive, so he immediately sent it back to Apple. He put a sticky note on the screen that said, "Wife said no." Apple employees thought this was very funny, and the story reached two senior managers, who decided to do something about it. They refunded his money, but they also sent the iPad back to him with another sticky note saying, "_____."



6 LISTENING

- a Have you ever had a problem with luggage when you were traveling, e.g., on a train or flight? What happened?



- b **8.18** You're going to listen to a story about bad customer service. First, listen to six extracts and fill in the blanks with the verbs in the list.

claim complained contacted dropped offered
produced reported throwing

- 1 My goodness! They're _____ guitars out there!
 - 2 They immediately _____ to United Airlines.
 - 3 For nine months, he tried to _____ compensation.
 - 4 Dave wrote a song about his experience and _____ a music video to go with it.
 - 5 United Airlines _____ Dave and _____ him a payment.
 - 6 The BBC _____ that United Airlines' share price had _____ by 10%.
- c **8.19** Now listen to the whole story. Answer the questions.
- 1 Why did Dave Carroll write a song?
 - 2 Why did it have such a dramatic effect?
- d Try to put the events in the correct order 1–10. Then listen again and check.
- 1 Dave and his band flew from Halifax to Chicago.
 - He wrote a song about his experience.
 - United Airlines contacted him and offered him money.
 - They got their connecting flight to Omaha, Nebraska.
 - Dave discovered that his guitar was broken.
 - He complained again to United Airlines by phone and email, but they didn't help him.
 - He did lots of media interviews.
 - They saw the baggage handlers throwing their guitars and complained to airline staff.
 - He put a video of the song on YouTube.
 - 10 United Airlines lost a lot of money.
- e Have you ever experienced very good or very bad customer service? What happened?

7 VOCABULARY making nouns from verbs

- a Look at some nouns from the guitar story. What verbs do they come from?

compensation complaint payment

- b **p.164 Vocabulary Bank Word-building**
Do Part 1.

8 VIDEO LISTENING



- a Have you ever complained about something in a hotel, restaurant, or store? What happened?
- b Work in pairs. What do you think are the top five things that people complain about in hotels?
- c Watch Part 1 of a short show about how to complain and check your answers to b.
- d Now watch Part 2. Phil, a hotel guest, complains in three situations. What does he do wrong each time? How does he do it better the second time?
- e **Communication** I want to speak to the manager **A p.109 B p.113** Role-play two conversations.



9 WRITING

- W p.122 Writing** An email of complaint Write an email of complaint about something you bought online.

8 AN EMAIL OF COMPLAINT

From: Chris Mason <chrismason.1952@fastmail.com>
To: sandra.adams@johnleavisdeptstore.com
Subject: Complaint

Sandra Adams
Head of Department
John Leavis Customer Service
PO Box 908
Chicago, IL 60609
May 19, 2018*

1 _____ Ms. Adams:

- A Last month, on April 25, I ordered a coffee machine from your website (order 2 _____, #CE437184). Before placing the order, I read the conditions carefully and the item was 3 _____. Your website says that items in stock are 4 _____ in 48 hours.
- B Two weeks passed and nothing arrived. 5 _____, I noticed that payment had been charged to my credit card. I called your customer service line and the person that I spoke to, Becky, was rude and 6 _____. She said that the item was not in stock and that she didn't know when it would arrive. She could not explain why the money had been charged to my card.
- C I have bought many things from you over the years, both from your Chicago store and your website, and I have always had good 7 _____. I can only imagine that this is a departure from your usual high standards and I am sure you will be able to resolve the situation in a satisfactory way.

I look 8 _____ to hearing from you.
Sincerely 9 _____,
Chris Mason



* **Note** A formal email and a formal letter are exactly the same. We always include the address and the date in a formal letter.

- a Read the email of complaint. Then answer the questions.
- 1 Who is Chris Mason complaining to?
 - 2 What item is he complaining about? Why?
 - 3 Who did he contact first?
 - 4 What problem did he have when he called to complain?
- b Match paragraphs A, B, and C in the email to what they say.

Paragraph <input type="checkbox"/>	something positive about the company (if possible), and that you expect them to do something
Paragraph <input type="checkbox"/>	an introduction that gives the context of the problem
Paragraph <input type="checkbox"/>	a detailed explanation of the problem

- c Read the email again and fill in the blanks with a word from the list.
- Dear delivered forward However in stock
number service unhelpful yours
- d **Write** an email of complaint about something you bought online. **Plan** what you're going to write. Write three main paragraphs. Use the paragraph notes in **b** and the language in the **A formal email** box on p.121 to help you.
- e **Check** your email for mistakes (grammar, vocabulary, punctuation, and spelling).

➡ p.83

reported speech: sentences and questions

reported sentences

direct statements

"I **like** traveling."
 "I'm leaving **tomorrow**."
 "I'll always love **you**."
 "I **passed** the exam!"
 "I've forgotten **my** keys."
 "I **can't** come."
 "I **may** be late."
 "I **must** go."

reported statements

She said (that) **she liked** traveling.
 He told her (that) **he was** leaving **the next day**.
 He said (that) **he would** always love **me**.
 She told me (that) **she had passed** the exam.
 He said (that) **he had** forgotten **his** keys.
 She said (that) **she couldn't** come.
 He said (that) **he might** be late.
 She said (that) **she had to** go.



8.13

- We use reported speech to report (i.e., to tell another person) what someone said.
- When the reporting verb (*said, told, etc.*) is in the past tense, the tenses in the sentence that is being reported usually change like this:

present → past

will → would

simple past / present perfect → past perfect

When tenses don't change

When you report what someone said very soon after they said it, the tenses often stay the same as in the original sentence.

Adam "I **can't come** tonight."

I've just spoken to Adam and he said that he **can't come** tonight.

Jack "I **really enjoyed** my trip."

Jack told me that he **really enjoyed** his trip.

- Some modal verbs change, e.g., *can* → *could*, *may* → *might*, *must* → *had to*. Other modal verbs stay the same, e.g., *could*, *might*, *should*, etc.
"I might come back next week." He said he **might** come back next week.
- We usually have to change the pronouns.
"I like jazz." Jane said that **she** liked jazz.
- Using *that* after *said* and *told* is optional.

- If you report what someone said on a different day or in a different place, some other time and place words can change, e.g., *tomorrow* → *the next day*, *here* → *there*, *this* → *that*, etc.
"I'll meet you here tomorrow." He said he'd meet me **there the next day**.

say and tell

Be careful – after *said*, don't use a person or an object pronoun.

Sarah said that she was tired. **NOT** ~~Sarah said me that she was tired.~~

After *told*, you must use a person or object pronoun.

Sarah told **me** that she was tired. **NOT** ~~Sarah told that she...~~

reported questions

direct questions

"**Are you** married?"

"**Did** Lucy **call**?"

"What's **your** name?" I asked him what **his** name **was**.

"Where **do you live**?" She asked me where **I lived**.

reported questions



8.14

She asked him if **he was** married.

He asked me whether Lucy **had called**.

I asked him what **his** name **was**.

She asked me where **I lived**.

- When we report a question, the tenses change as in reported statements.
- When a question doesn't begin with a question word, we add *if* (or *whether*).
"Do you want a drink?" He asked me **if / whether** I wanted a drink.
- We also have to change the word order to subject + verb and not use *do / did*.

a Complete using reported speech.

"I'm in love with you."

My boyfriend told me he was in love with me.

1 "I'm selling all my books."

My friend Tim said _____.

2 "I've booked the flights."

Samin told me _____.

3 "Your new dress doesn't suit you."

My mother told me _____.

4 "I may not be able to go to the party."

Matt said _____.

5 "I won't wear these shoes again."

Jenny said _____.

6 "I didn't buy you a present."

My brother told me _____.

7 "I can't find anywhere to park."

Ahmet told me _____.

b Complete using reported speech.

"Why did you break up?"

My friend asked me why we had broken up.

1 "When are you leaving?"

My parents asked me _____.

2 "Have you ever been married?"

She asked him _____.

3 "Will you be home early?"

Anna asked Shun _____.

4 "Where do you usually buy your clothes?"

My sister asked me _____.

5 "Did you wear a suit to the job interview?"

We asked him _____.

6 "Do you ever go to the theater?"

I asked Laila _____.

7 "Can you help me?"

Priyanka asked the police officer _____.



1 MAKING NOUNS FROM VERBS

- a Make nouns from the verbs in the list and write them in the correct column.

achieve /ə'tʃi:v/ agree /ə'gri/ argue /'ɑ:ɡyʊ/
attach /ə'tætʃ/ choose /tʃu:z/ compensate /'kɑmpənsert/
complain /kəm'pleɪn/ consider /kən'sɪdər/
deliver /dɪ'lɪvər/ demonstrate /'dɛmənstreɪt/
explain /ɪk'spleɪn/ fail /feɪl/ improve /ɪm'pru:v/
lose /lu:z/ manage /'mænɪdʒ/ pay /peɪ/
respond /rɪ'spɑnd/ sell /sɛl/ serve /sɜ:v/
succeed /sək'sɪd/ tempt /tempt/ treat /trit/
value /'vælyu/

+ ation	+ ment	new word
	achievement	

- b 8.20 Listen and check. Underline the stressed syllable in the nouns.

ACTIVATION Test a partner. Then change roles.

A (book open) Say the verb. B (book closed) Say the noun.

- c Complete the questions with a noun from a in the singular or plural.

- Have you ever been in a demonstration? What were you protesting about?
- Have you ever opened an email _____ that contained a virus?
- Do you often have _____ with your family? What about?
- Do you prefer reading grammar _____ in your own language, or do you think it's better to read them in English?
- Have you ever made a _____ to a company and gotten _____?
- Do you think that there's too much _____ when you're shopping, e.g., for a new phone?
- In a restaurant, what's more important for you, the food or the _____?

- d 8.21 Listen and check.

ACTIVATION With a partner, ask and answer the questions in c.

2 MAKING ADJECTIVES AND ADVERBS

Adjective prefixes and suffixes

We often make adjectives from nouns by adding a suffix. Some common suffixes are: -y, e.g., *sun* – *sunny*; -ate, e.g., *passion* – *passionate*; -able / -ible, e.g., *fashion* – *fashionable*; -ful, e.g., *use* – *useful*. Nouns that end in -ence often make the adjective with -ent, e.g., *violence* – *violent*.

To make a negative adjective, we usually add a prefix, e.g., *un-*, *im-*, etc. (See **Vocabulary Bank Personality, p.153.**) However, some adjectives that end in -ful make the negative by changing the suffix -ful to -less, e.g., *useful* – *useless*, *hopeful* – *hopeless*.

- a Look at the adjectives and adverbs from the noun *luck* in the chart below. Complete the chart.

	adjectives		adverbs	
noun	+	-	+	-
luck	lucky	unlucky	luckily	unluckily
fortune	fortunate	unfortunate		
comfort				
patience				
care				

- b 9.7 Listen and check.

- c Complete the sentences with the correct form of the **bold** noun.

- The beach was beautiful, but unfortunately it rained almost every day. **fortune**
- My new shoes are very _____. I wore them all day yesterday and they didn't hurt at all. **comfort**
- He took the exam quickly and _____ and so he made lots of mistakes. **care**
- We were really _____. We missed the flight by just five minutes. **luck**
- Jack is a very _____ driver! He can't stand being behind someone who is driving slowly. **patience**
- It was a bad accident, but _____ nobody was seriously hurt. **luck**
- It was raining, but fans waited _____ in the line to buy tickets for tomorrow's concert. **patience**
- The roads will be very icy tonight, so drive _____. **care**
- The temperature dropped to 20 degrees, but _____, we were all wearing warm coats. **fortune**
- The bed in the hotel was incredibly _____. I hardly slept at all. **comfort**

- d 9.8 Listen and check.