**How to give great customer service: The L.A.S.T. method**

<https://m.youtube.com/watch?v=dnpMqQnt8WY&pp=ygUQY3VzdG9tZXIgc2VydmljZQ%3D%3D>

***Pre-viewing***

***Task 1. Discuss the following questions.***

1. What is customer service and why is it important in various industries?

2. Can you think of any examples of common problems that customers might have in different businesses?

3. How do you think listening to customers' problems can help improve their experience?

4. Have you ever had a negative experience with customer service? How did it make you feel?

5. What are some ways that businesses can show appreciation to their customers after resolving a problem?

***While-viewing***

***Task 2. Watch the video & answer the following questions.***

1. What is the purpose of customer service?

2. Can you give examples of different jobs that require customer service skills?

3. How should you handle a customer who has a problem?

4. What does the L-A-S-T approach stand for?

5. Why is it important to show that you are listening to the customer?

6. How can you demonstrate that you are actively listening to a customer?

7. What should you do if a customer is angry and using inappropriate language?

***Task 3. Fill in the gaps.***

Customer service is about making customers comfortable and meeting their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(1).

The LAST approach stands for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(2).

When a customer has a problem, the first step is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(3).

It is important to show that you are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(4) and care about the customer's issue.

Use expressions like "What seems to be the problem?" to show you are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(5).

Repeat what the customer says to show \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(6).

The goal is to address the customer's issue and make them feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(7).

***Post-viewing***

***Task 4. Role play.***

Imagine you are a customer service representative at a local retail store or any other company. Create a role-play scenario where you apply the L.A.S.T. method to resolve a customer complaint or issue.