MAKE IT BETTER

INTRO: Within the words '**Home Improvement'** is the whole philosophy behind IKEA. Through democratic design, for the last fifty years, offering ways for people to improve their daily life, to make their homes **better**.

Now your current focus, in an ever more competitive market, is to improve this offer and to be better still at what you do. The key is better customer service.

Let's read some advice from Ingvar Kamprad, paying particular attention to your intonation and stress:

« The IKEA shopping journey starts at home, the moment customers open the IKEA catalogue or visit the IKEA website. It continues through their visit to the IKEA store, their trip back home, their experience of IKEA service products and their experience of living with IKEA products.

Listening to what customers say and observing what they do, throughout this journey, enables you to understand your customers' motivations and expectations at each stage of the shopping journey. Every IKEA co-worker contributes to meeting those expectations through a caring and honest meeting with the customer. This is how the IKEA retailer builds relationships and keeps customers coming back, again and again. »

ACT 1 Team Challenge: Here are some other verbs which help you to talk about making things better:

1. **To improve**
2. **To increase**
3. **To strengthen**
4. **To exceed**
5. **To surpass**
6. **To be more successful**
7. **To perform better**
8. **To develop**
9. **To advance**
10. **To enhance**



Can you think of others ?

In your team or with your partner **you have exactly two minutes to write a sentence** about what part of customer service should improve or how you can make it better, **with each of these ten words**.

Act 2 **Explain your ideas. With the overall aim of improving customer service what can you improve, increase, or strengthen in your department?** Explain your answer to the group using short sentences and **each of the following** words and expressions.

- Essentially
- Furthermore
- However
- In addition
- Overall
- In conclusion

Ingvar says that good customer relations are about « understanding customers' motivations, anticipating their needs, and meeting their expectations throughout the shopping experience – before, during and after their visit. »

Act 3 **Explain your ideas. How do you contribute to this through your work? How can you make things better for your customers? Again** explain your answer to the group using short sentences and **this time, every one of the following** words and expressions.



- Clearly
- Indeed
- We have also found that
- Added to this
- Therefore
- To sum up

Act 4 **BRAINSTORM** – What can you do to IMPROVE your English in general apart from your lessons? .
EVALUATE and get **ADVICE** – which mistakes did you make, what can you do to stop making those particular mistakes.