



2024

BUSINESS ENGLISH

**¿QUE TANTO SABES DE
BUSINESS ENGLISH?**



THE ANGLOACADEMY
ENGLISH ACADEMY

BUSINESS ENGLISH

READING: CUSTOMER SERVICE

READ THE TEXT BELOW AND ANSWER THE QUESTIONS

In today's competitive business landscape, exemplary customer service is **indispensable**. It entails addressing the **multifaceted** needs and concerns of customers with **alacrity** and professionalism. Outstanding customer service can **culminate** in heightened customer satisfaction, **engendering** loyalty and **propelling** positive word-of-mouth **endorsements**. Integral components encompass active listening, empathy, **articulate** communication, and **adept** problem-solving skills. By comprehending and anticipating customer **exigencies**, businesses can cultivate a positive experience that not only encourages repeat business but also fortifies long-term client relationships.

ANSWER TIME: IN THE NEXT ANSWERS PAGE, WRITE THE DEFINITIONS OF THE WORDS IN BOLD AND MAKE EXAMPLES WITH THEM

MATCH: BUSINESS TERMS

MATCH THE WORDS WITH THE DEFINITIONS

Scalability	--	ROI	--
Leverage	--	Market Segmentation	--
Synergy	--	Benchmarking	--
Value Proposition	--	SWOT Analysis	--

- A.** The ability of a business to grow and manage increased demand.
- B.** Comparing business processes to industry best practices.
- C.** Return on Investment; evaluating investment efficiency.
- D.** Dividing a market into distinct groups with shared characteristics.
- E.** Analyzing strengths, weaknesses, opportunities, and threats.
- F.** The combined effect of two entities that exceeds the sum of their individual effects.
- G.** The unique value a product or service offers to customers.
- H.** Using borrowed capital for (an investment), expecting the profits made to be greater than the interest payable.

TERMINOLOGY: NATIONAL TERMS

TERMINOLOGY IS DIFFERENT ON EACH COUNTRY: TRANSLATE THE TERMS TO THEIR ENGLISH VERSION

- IVA
- Hacienda
- Declaración de la renta
- Factura
- Impuesto sobre Sociedades
- Proveedor
- Activos
- Capital Social

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

CORRECT ANSWERS

PART 1: READING

Indispensable

- **Definition:** Absolutely necessary; essential.
- **Example:** Effective communication skills are indispensable for success in the business world.

Multifaceted

- **Definition:** Having many aspects or sides.
- **Example:** The marketing strategy is multifaceted, incorporating social media, email campaigns, and direct sales.

Alacrity

- **Definition:** Brisk and cheerful readiness.
- **Example:** She accepted the new project with alacrity, eager to showcase her skills.

Culminate

- **Definition:** Reach a climax or point of highest development.
- **Example:** Months of hard work will culminate in the product launch event next week.

Engendering

- **Definition:** Causing or giving rise to.
- **Example:** The company's new policy is engendering a positive work environment.

Propelling

- **Definition:** Driving or pushing forward.
- **Example:** Innovation is propelling the company to new heights in the tech industry.

Endorsements

- **Definition:** Public or official statements of support or approval.
- **Example:** Celebrity endorsements can significantly boost a brand's visibility and sales.

Articulate

- **Definition:** Having or showing the ability to speak fluently and coherently.
- **Example:** During the meeting, she was articulate in expressing her ideas and suggestions.

Adept

- **Definition:** Very skilled or proficient at something.
- **Example:** He is adept at negotiating deals, often securing favorable terms for the company.

Exigencies

- **Definition:** Urgent needs or demands.
- **Example:** The exigencies of the project required the team to work overtime to meet the deadline.



**NOTE: THE ONLINE
CAMBRIDGE
DICTIONARY IS A
REALLY GOOD TOOL**

PART 2: MATCH

1 - C 5 - A

2 - D 6 - H

3 - B 7 - F

4 - E 8 - G

PART 3: TERMINOLOGY

1. VAT (Value Added Tax)

5. Corporate Tax

2. Tax Agency (or Treasury)

6. Supplier

3. Income Tax Return

7. Assets

4. Invoice

8. Share Capital