

Customer Retention Strategy Discussion

1. Role-Play Dialogue (Approximately 10 minutes)

Characters:

- Sarah (Customer Relationship Manager)
- James (Marketing Head)

Scenario:

Sarah and James discuss strategies to retain customers in their company's subscription-based business model. They explore methods to enhance customer service and engagement.

Dialogue:

Sarah: James, our latest customer churn report indicates a 15% drop in retention. If we enhance customer service, then we might boost retention rates. Have you considered refining our engagement strategies?

James: Absolutely. We should review our existing customer feedback and identify pain points. If we address their concerns proactively, then we could see a significant improvement in loyalty.

Sarah: That makes sense. Our competitors offer personalized customer support. We could implement a dedicated account manager for premium clients.

James: That's a great idea! We might also want to optimize our loyalty program. If we provide exclusive discounts and early access to new features, then customers will feel more valued.

Sarah: Yes, and we must ensure that our customer service team is well-trained. We should conduct regular training sessions on conflict resolution and product knowledge.

James: I agree. If we streamline our support channels and ensure faster response times, then we may reduce customer frustration and increase retention.

Sarah: Let's finalize a proposal and present it to the executive team next week.

James: Sounds good! I'll gather data on customer engagement, and we can draft the report together.

2. Comprehension Questions & Sample Answers (Approximately 5 minutes)

1. What problem is the company facing?

The company is experiencing a 15% drop in customer retention.

2. What solution does Sarah suggest for premium clients?

She suggests implementing a dedicated account manager to improve personalized support.

3. How does James propose to optimize the loyalty program?

He suggests offering exclusive discounts and early access to new features to make customers feel valued.

4. Why does Sarah emphasize customer service training?

She believes that well-trained support teams can reduce customer frustration and improve retention.

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review key vocabulary: **retention, customer service, engagement, churn, optimize, streamline.**

- Prepare to explain modal verbs (**should, might, could**) and conditional sentences (**If we enhance customer service, then we might boost retention**).
- Be ready to discuss real-world examples of customer retention strategies.

Lesson Structure:

1. Introduction (2–3 minutes)

- Warm-up discussion: “What strategies do businesses use to retain customers?”
- Introduce today’s lesson objectives.

2. Reading & Analysis (10 minutes)

- Have the student read the dialogue aloud.
- Emphasize pronunciation, intonation, and the natural flow of the conversation.
- Pause to highlight key grammar points and business terms.

3. Comprehension Check (5 minutes)

- Ask the comprehension questions and provide immediate feedback.
- Discuss alternative strategies based on student input.

4. Role-Play Practice (Remaining Time)

- Conduct a role-play where the teacher plays the CEO and the student presents a retention strategy.
- Encourage the use of target vocabulary and modal verbs.

5. Wrap-Up (2–3 minutes)

- Summarize key vocabulary and grammar points.
- Assign a homework task: “Prepare a short proposal (100 words) on how to improve customer retention using modal verbs and conditionals.”