

# Digital Innovation in Customer Service Discussion

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## 1. Role-Play Dialogue (Approx. 10 minutes)

### Characters:

- Sarah
- Mark

**Scenario:** A discussion between a Customer Support Manager (Sarah) and an IT Specialist (Mark) on implementing digital innovations, such as chatbots, to improve customer service.

**Sarah:** Mark, our customer service team is overwhelmed with inquiries. If we integrate chatbots, then we could provide 24/7 support and reduce wait times.

**Mark:** That's a great idea, Sarah. AI-driven chatbots could handle routine questions, allowing our agents to focus on more complex issues.

**Sarah:** Exactly! Plus, customers prefer quick responses. If we implement an intelligent system, we might even enhance customer satisfaction.

**Mark:** We should also consider integrating chatbots with our CRM. That way, if the bot can't resolve the issue, a live agent could take over seamlessly.

**Sarah:** I agree. But do you think customers will accept interacting with AI instead of human agents?

**Mark:** If we design the chatbots well, they could simulate natural conversations. Moreover, we can program them to escalate cases that require human intervention.

**Sarah:** That sounds promising. We must ensure that the chatbot is properly trained and continuously updated with customer feedback.

**Mark:** Definitely. If we leverage machine learning, the system will improve over time. I'll prepare a proposal outlining the integration steps and potential challenges.

**Sarah:** Sounds good. Let's present this to the management team next week.

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## 2. Comprehension Questions (Approx. 5 minutes)

### 1. Why does Sarah suggest integrating chatbots into customer service?

- *Sarah suggests integrating chatbots to provide 24/7 support and reduce wait times for customers.*

### 2. How could chatbots and CRM systems work together?

- *Chatbots could handle initial inquiries and seamlessly transfer complex cases to live agents via the CRM system.*

### 3. What concern does Sarah raise about using chatbots?

- *She is concerned that customers may not accept AI interactions instead of human agents.*

### 4. How can chatbots improve over time?

- *By leveraging machine learning and incorporating customer feedback, chatbots can enhance their responses and efficiency.*
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## 3. Teacher's Lesson Points (Concise Version)

### Pre-Class Preparation:

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).
- Be ready to explain additional details related to AI and digital innovation in customer service.

### Introduction (2–3 minutes):

- Begin with a short discussion: *“How has digital innovation improved customer service in recent years?”*

- Introduce the lesson objectives: *learning business vocabulary, conditionals, and modal verbs.*

### **Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud, emphasizing pronunciation and natural flow.
- Pause to highlight key grammar points (e.g., *If we integrate chatbots, then we could...*).

### **Comprehension Check (5 minutes):**

- Ask the comprehension questions and provide constructive feedback.

### **Role-Play Practice (Remaining Time):**

- Conduct a role-play session, switching roles between Customer Support Manager and IT Specialist.
- Encourage the use of targeted vocabulary and grammar structures.

### **Wrap-Up (2–3 minutes):**

- Summarize key vocabulary (*digital innovation, chatbots, CRM, AI-driven*).
- Assign a homework task: *Prepare a short written proposal on another digital innovation in business.*