

# Collocations with “Customer”

## Task

Match the concept to its definition:

- |                                  |                                                                                    |
|----------------------------------|------------------------------------------------------------------------------------|
| 1. Customer retention            | a. The support, advice and assistance provided to customers                        |
| 2. Customer satisfaction         | b. The group of people targeted by a business with similar needs or interests      |
| 3. Customer dissatisfaction      | c. When customers are no longer buying from a business                             |
| 4. Customer delight              | d. The efforts made by an organisation to keep customers                           |
| 5. Customer loyalty              | e. When a customer’s expectations match the reality of what they receive           |
| 6. Customer defection / turnover | f. Expressions of unhappiness from customers about a product or service            |
| 7. Customer service              | g. When a customer’s expectations are far exceeded by what they receive            |
| 8. Customer base                 | h. The extent to which customers will insist on buying from one particular company |
| 9. Customer complaints           | i. When the reality of what a customer receives falls short of their expectations  |

1.	2.	3.	4.	5.	6.	7.	8.	9.

## Answers

1. d

2. e

3. i

4. g

5. h

6. c

7. a

8. b

9. f