

外销员外贸外语辅导：客户关系管理实战对话外销员考试

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https://www.100test.com/kao_ti2020/645/2021_2022__E5_A4_96_E9_94_80_E5_91_98_E5_c28_645589.htm 客户关系管理是公司经营管理中很重要的一部分。Douglas Winters是一家百货公司的客户服务部经理，最近他的公司收到了不少客户投诉。现在，他正在和他的一名属下Howard Mendell讨论解决这些问题的事宜。 Douglas: I called you in because Ive been hearing about too many customer complaints recently, even from some of our most loyal customers. What do you know about this, Howard? 我把你叫进来是因为最近我听到不少顾客对我们工作的抱怨，甚至有一些是从我们最忠实的顾客那里传来的。Howard，你是怎么看的？ Howard: Weve had a lot of problems with certain items from a new manufacturer. Weve handled it according to the store policy of giving a refund or an exchange. Feedback from our staff indicates some customers think our quality control is lax. 我们从一个新厂商那儿进的一些货确实有一些问题。我们已经根据公司政策进行了合理的退换。从我们职员那里得来的反馈也表明顾客认为我们对商品质量把关不严。 Douglas: From their point of view, theyre right! Its not our fault, of course, but what are we doing about it? Has there been any follow-up on this issue? 从顾客的立场来想，他们是没有错的。当然这也不是我们的错。问题是，接下来我们做了什么了吗？ Howard: Weve contacted Purchasing, and theyre dealing with the manufacturer right now. 我们已经联络采购部，他们也正在和供应商讨论相关事宜。 Douglas: Thats not good enough! If weve had that many complaints,

lets get the products taken off the shelves until the manufacturer cleans up their act. 那还不够！既然我们已经听到那么多的不满，我们就必须立即把那些商品撤出货架，直到供应商确保其产品合格才能上架。 Howard: All right. Ill talk to the department manager about it. Shouldnt be a problem, but itll probably take them a day or two to restock the empty space. 好的。我会和采购部经理商讨此事。这应该没有问题，不过要把空下来的货架装上货还得花一两天。 Douglas: Thats okay. Lets be pro-active with the customers who bought those products. Send them a discount coupon for their next store purchase. And lets touch bases with our other recent customers to make sure that theyre satisfied with our customer policies. 那很好。我们必须积极主动地与购买了那些不合格商品的顾客取得联系，并寄一张下次购物使用的优惠券。我们还必须取得和新顾客之间的情感联系，以确保他们对我们客服工作满意。 Howard: Ill get on it right away. 我马上去办。 Douglas: OK. Thanks, Howard. 好的。谢谢你，Howard。怎么样，这段对话在客户关系管理的英文交流上给你不少启发吧。 欢迎进入：2010年外销员课程免费试听 点击进入免费体验：百考试题外销员在线考试中心 更多信息请访问：百考试题论坛外销员 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com