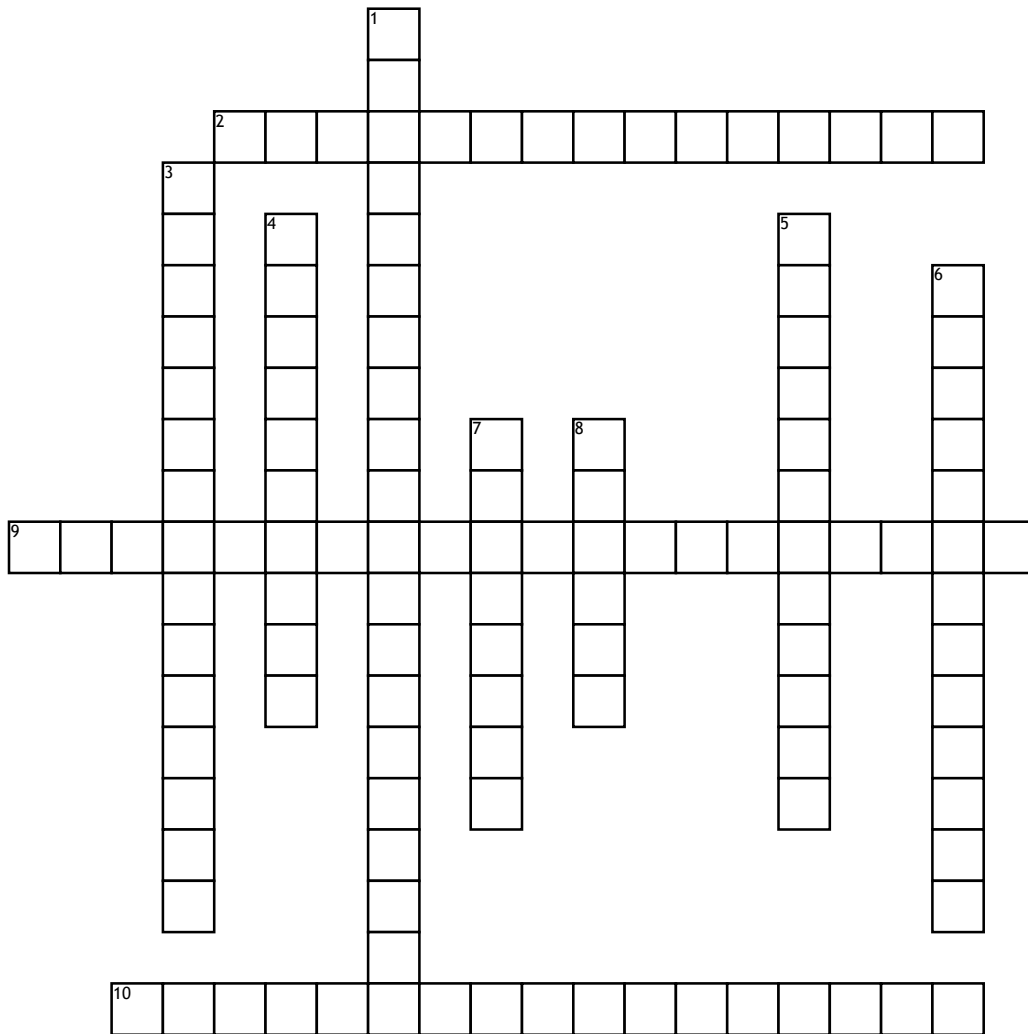


Name: _____

Business Communications-Customer Services



Across

- 2. The pleasure that an employee gets from their work.
- 9. An element that enables an organisation to compete more effectively than its rivals.
- 10. Employees, teams and managers who work within an organisation.

Down

- 1. Felt by customers when products and services have met their needs.
- 3. Voluntary or legally enforced guidelines or regulations.

4. Uniform pattern of behaviour that takes place time after time.

5. Non-verbal gestures, facial expressions and postures that indicate how a customer feels in a particular situation.

6. Verbal and non-verbal signs that mean a customer wants to close a sale.

7. A happy and pleased customer who recommends the product and service they have received to others.

8. Name, symbol or distinctive element of products that distinguishes them from each of their competitors.

Word Bank

Competitive advantage

Brands

Buying Signals

Internal Customers

Advocate

Customer Satisfaction

Codes of practice

Body Language

Job satisfaction

Consistent