

NAME: _____

DATE: _____

Extra Reading Comprehension Exercises
(Unit 3, page 32)

COMPREHENSION QUESTIONS

A. Complete the information based on the Reading.

1. The article is about _____ service.
2. The author gives several tips that will keep customers _____ .
3. A popular expression in business is “The customer is always _____.”
4. It’s important to _____ to customers’ praise as well as their complaints.
5. Making customers feel valued, and _____ them for their business are two of the most important practices.

CRITICAL THINKING

B. Answer these questions.

1. **Why is it a smart practice to treat customers as though they are right, even when they aren’t?**

2. **Think about a place of business that you regularly go to. Why do you go there?**
