According to our survey

write Get ready to

 Companies and other organizations often carry out surveys. What kind of organization might include the following questions in their surveys?

Are you generally very satisfied, satisfied or dissatisfied with the punctuality of the service?

Ь

The shelves are always well stocked.

Agree Not sure Disagree

Were all the rental charges explained clearly to you? YES / NO

What other questions might be included in each organization's survey? Think of one more question for each organization.

d Thinking about Departure services, please tell us if standards were Above expectations, Met expectations or were **Below** expectations in these categories:

Check-in

Baggage screening

Queuing for security

e

Which of the following best describes your circumstances? Are you ...

- 1 Registered unemployed and receiving benefit?
- 2 Not registered unemployed but claiming benefit?
- 3 In work not claiming benefits?
- 4 In work (less than 16 hrs) claiming benefits?

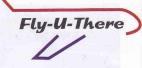
Did you know ...?

Paid surveys are online surveys where people who provide information are rewarded either by a cash payment or by being entered into a competition. However, there are also online survey scams where customers are falsely promised rewards in exchange for information. In one of these, the fraudulent organization collects and sells the information to interested companies but then closes their website without rewarding the people who provided the information. If you complete a survey, try and make sure you know it is for a reputable company.

A report

Look at an example

- 1 Read the report of a customer satisfaction survey on the opposite page and find the answers to these questions.
 - a Who were the customers in this survey?
 - b What, from the point of Fly-U-There, is the most important information to come out of the survey?
 - c What changes might improve the Fly-U-There service for two groups of dissatisfied customers?



Fly-U-There: Customer report

According to a recent customer satisfaction survey carried out by an independent market research organization, *Fly-UThere* is Europe's top airline in terms of quality. The survey was carried out in ten European countries between January and March 2006. Passengers were asked to rate 70 different airlines on a number of criteria. The results of the survey, in which more than 10,000 travellers took part, were analysed by computer and presented in a league table which gave an overall result that reflected the average customer satisfaction for each airline.

The criteria by which the airlines were judged included in-flight security, punctuality, assistance with problems, catering, comfort, and the quality of the in-flight and ground services. *Fly-U-There* was given an overall grade of 16.7 out of 20.

The airline scored the maximum possible grade for punctuality and assistance with problems.

Customers gave the airline 18 points for price in relation to quality of service. It was clear that a small number of users would be prepared to accept a lower standard of service in order to pay a lower price.

Customers, asked for their views on relations with staff, commented favourably on the friendliness of both ground staff and cabin crew. There was some indication that for many, the efficiency and friendliness of *Fly-U-There* was the result of it being a comparatively small airline.

While most passengers were very happy with in-flight comfort and the standard of catering, a small but significant minority found the seating cramped. The score for catering was 15.5 out of 20, an increase of 3 points on a similar survey carried out at the same time last year.

In response to recent independent market research, *Fly-U-There* is currently planning changes to its fare structure, which it hopes will attract more business passengers.

The headings have been removed from
the report. Complete exercises a and b.

- a Write four of the headings below in the correct spaces in the report.
 - Advertising and Marketing
 - In-flight comfort / Catering
 - Punctuality / Assistance with problems
 - Quality in relation to price
 - Staff-passenger relations
- b How do the section headings help the readers of reports like this?

	purpose of the of the report?	first two

4 Complete sentences a–f with verbs from the box. There are similar sentences in the report. Use the past simple in the active or the passive voice.

analyse	carry out	give
judge	score	take part

- a A survey into patients' experiences in public hospitals <u>was carried out</u> by scientists from Harvard University last year.
- b 25,000 patients _____ in the survey.
- c Patients ______ the hospitals by the following criteria: cleanliness, medical care, the friendliness of staff, the standards of catering.
- d The opinions of patients ______by computer.
- e Following the survey, the top hospital a grade of 19.5 out of 20.
- f 50% of hospitals in the survey very low marks for their standards of catering.



Focus on ... reduced relative clauses

Compare the underlined sections of these two sentences. How are they different?

- The article, which was written by a university professor, proves that human activity is causing climate change.
- The article, <u>written by a university professor</u>, proves that human activity is causing climate change.

The relative clause in the first sentence, which contains a passive verb, is shortened to a participle phrase in the second sentence (the relative pronoun 'which' and the auxiliary verb 'was' have been omitted). These phrases are sometimes called 'reduced relative clauses' and are common in written English.

- 1 Study the following extracts from the report. Underline the parts which could be expanded to form relative clauses, then rewrite the extracts with complete relative clauses.
- According to a recent customer satisfaction survey, carried out by an independent market research organization, ...
- Customers interviewed during a flight seemed more satisfied than those who returned written questionnaires.
 - Customers, asked for their views on relations with staff, commented favourably on the friendliness, ...
- 2 Rewrite these sentences using reduced relative clauses.
 - a Most people who were questioned said they were very happy with the service.
 - b The questions, which were chosen at random, focused mainly on people's experiences over the last four weeks.
 - c The results which were produced by the survey show that only a small minority are seriously dissatisfied.
 - d The service, which was introduced last year, faced serious problems in its early stages.

Plan



5 You are going to write a report of a survey of supermarket customers. Look at the results of the survey, in which customers were asked whether they agreed or disagreed with these six statements about the supermarket itself. Then complete a-c below.

Statement	Agree	Disagree	Not sure
The shop is well laid out.	22%	69%	9%
Signs are clear and informative.	60%	25%	15%
The store is clean and tidy.	45%	45%	10%
The store has a pleasant shopping atmosphere.	61%	28%	11%
The store is easy to move about in.	17%	66%	17%
There is a sufficient number of checkouts.	9%	86%	5%

4,500 customers took part in this survey

a (Comp	lete	these	statem	ents
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- 1 28% of customers felt the store did not have a pleasant shopping atmosphere.
- 2 22% of customers _____
- 3 A very large majority of customers _____
- 4 69% of customers _____
- 5 Only 5% of customers _____
- 6 Equal numbers of customers
- b Which two areas or services are customers most satisfied with?
- c Which two areas or services are customers least satisfied with?

Write

- 6 Write your report, using the example on page 41 as a model. Write 200–220 words.
 - a Use information from the supermarket survey on page 42. Choose the information you think is most important.
 - b Use formal language and incorporate reduced relative clauses where appropriate.
 - c Try to include some of the verbs from Exercise 4.
 - d Give your paragraphs clear sub-headings.

Learning tip

Check your report to make sure that you are not assuming that the reader already has knowledge on this subject.

Check

- 7 Read through your report carefully, checking these points.
 - Is your language appropriately formal?
 - Have you included the essential information?
 - Are your paragraph sub-headings clear?
- 8 Write the final version of your report, making any necessary corrections and improvements.

Class bonus

- 1 Compare your report with the reports of other students. Have you selected and reported on the same 'essential information'?
- 2 Discuss this statement in pairs or groups: Customer surveys are just a gimmick to make us think that companies care about what we think. Their real motive is to persuade us to buy more of their products.

E tra practice 1

Complete these report sentences using your own ideas.

- a According to a recent report carried out in my country, a significant majority of adults ______
- b Nearly a quarter of all supermarket customers questioned prefer
- c An increasing number of residents of my city/town believe that _____
- d Over 50% of school students asked for their views on relations with their teachers said _____
- e Only a small minority of people in my country believe that the government

E tra practice 2

You are going to write a report of a customer survey carried out in your town.

- a Choose an organization you know something about. It could be a local company, a supermarket, a train service, etc.
- b Make a list of the three or four criteria by which you think this organization should be judged. For example, if you choose a transport service, one of your criteria could be 'punctuality'. Look back at the report in Exercise 5 and think of your own ideas related to your chosen organization.
- c From your own experience/knowledge, give scores out of 20 for the criteria you have listed, e.g. Punctuality 17.
- d Write your report in 150-200 words.

Can-do checklist

Tick what you can do.

I can write a report in clear sections and include appropriate sub-headings.

I can incorporate reduced relative clauses into my writing.

Can do

Need more practice