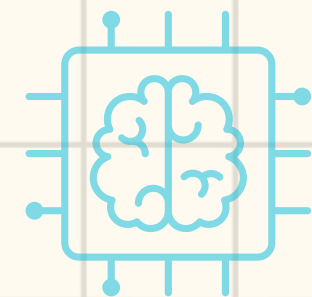
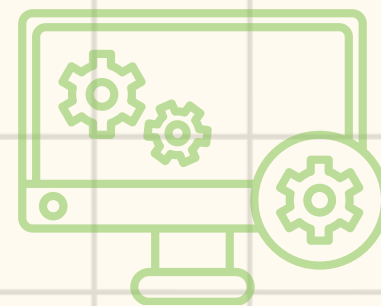
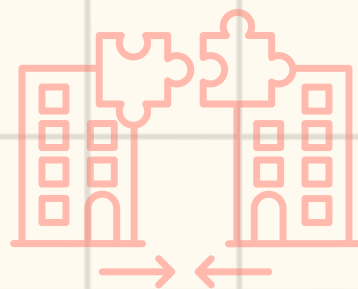
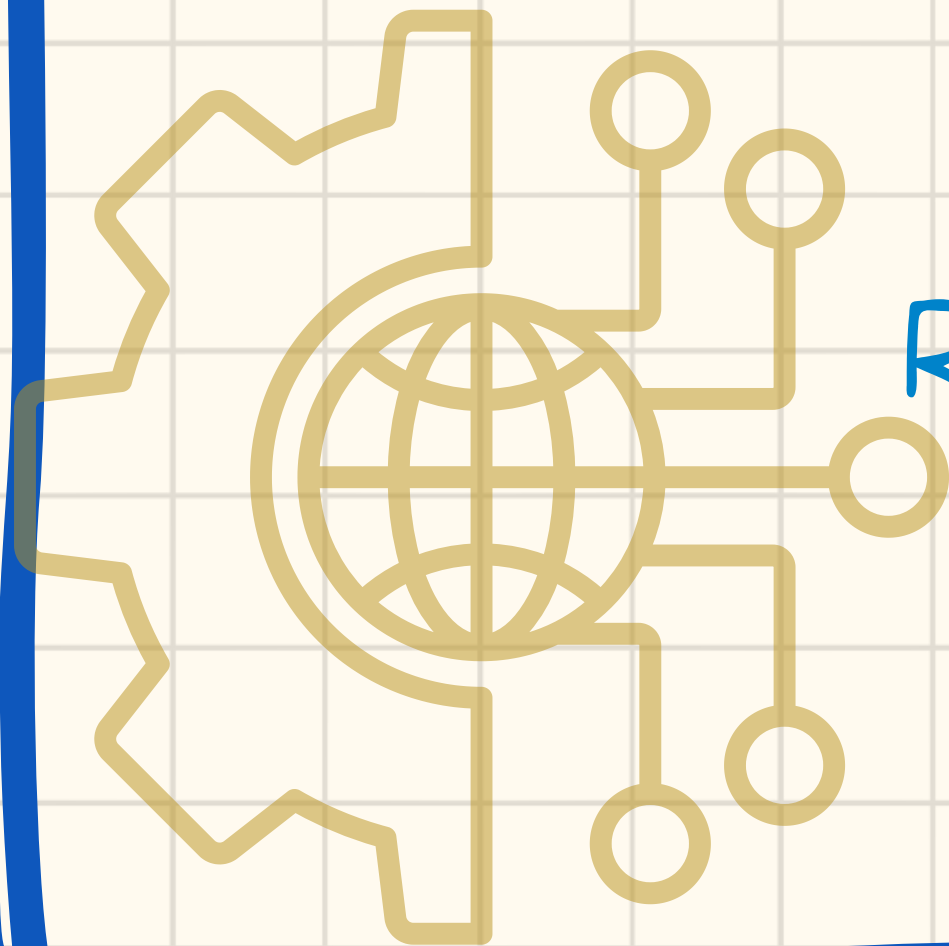


ENGLISH FOR DIGITAL TECHNOLOGY



Revised for Today's Digital World



English for Digital Technology

Revised for Today's Digital World

Publisher:





POLITEKNIK SULTAN IDRIS SHAH
KEMENTERIAN PENGAJIAN TINGGI

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Publication 2026

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PREFACE

In today's rapidly advancing digital era, strong communication skills are essential for success, especially in technology-related industries. As English lecturers at Politeknik Sultan Idris Shah, we recognize the specific language demands faced by students who are preparing for careers in digital technology.

For this reason, English for Digital Technology has been carefully developed and updated to provide students with the necessary communication skills to perform effectively in professional settings where English is widely used as the main language of communication.

This module includes comprehensive notes along with various additional exercises in both offline and online formats to create a more engaging and interactive learning experience. By introducing language elements through practical digital technology contexts, we hope students will better appreciate the role of English in achieving their professional goals.

We sincerely hope that this book will become a useful guide for students, helping them develop confidence and competence in using English effectively within the digital technology industry.

SYNOPSIS

English for Digital Technology is a practical language reference specially designed for students and professionals involved in the digital technology sector. Created by a group of English lecturers from Politeknik Sultan Idris Shah, this book focuses on developing relevant language competencies in four core areas:

DESCRIBING PRODUCTS AND SERVICES: Important phrases and vocabulary to clearly explain digital products, software, and technology-based services.

DESCRIBING PROCESSES, PROCEDURES AND GIVING INSTRUCTIONS: Useful language patterns and terminology to describe technical processes, guide users through procedures, and provide clear instructions.

MAKING AND RESPONDING TO ENQUIRIES: Essential language support for managing customer enquiries, assisting clients, and responding to questions effectively.

MAKING AND HANDLING COMPLAINTS: Helpful strategies and expressions for dealing with complaints professionally while maintaining clear and respectful communication.

Through a variety of engaging offline and online activities, readers are given plenty of opportunities to practise and strengthen their language skills.

APPRECIATION

We would like to express our sincere appreciation and gratitude to everyone who has directly and indirectly contributed to the completion of English for Digital Technology – Revised for Today's Digital World.

Special appreciation is dedicated to Hj Muhamad Zan bin Sailan, Head of the General Studies Department, for his continuous support, encouragement, and commitment towards the development of educational materials and academic excellence.

We would also like to extend our heartfelt thanks to Gabriel Robert Rawantas for generously sharing valuable tips, ideas, and practical guidance in ebook writing and publication. His insights and experience have greatly contributed to the successful completion of this ebook.

Sincere appreciation is also extended to all PSIS English Language lecturers for their constructive feedback, professional insights, and valuable suggestions regarding the content and development of this ebook.

Finally, the authors would like to thank all individuals who have contributed in one way or another towards the completion of this project. Your support, encouragement, and contributions are truly appreciated and will always be remembered.

Thank you.

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PART 1: Describing
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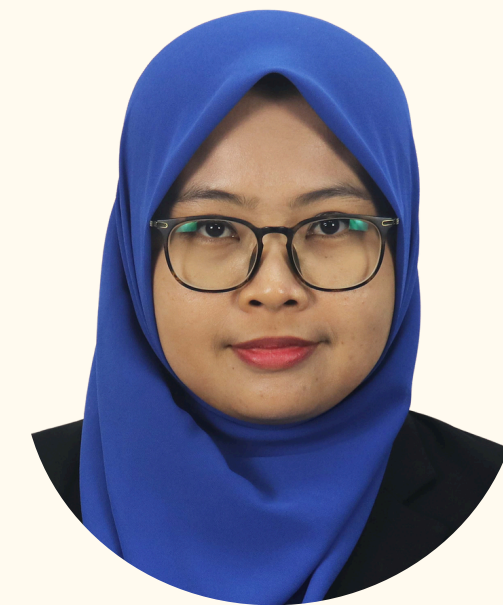
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PART 3: Making and
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PART 4: Making and
Handling Complaints

We Value Your Feedback

Thank you for reading English for Digital Technology – Revised for Today's Digital World.

Your feedback is important to us as it helps improve the quality of this book and ensures it continues to meet the needs of students and educators in today's digital landscape.

We would greatly appreciate it if you could take a few minutes to share your thoughts, experiences, and suggestions. Scan or Click to Respond

📱 Scan the QR code below



🔗 or access the form via this link:
<https://bit.ly/EDTebookfeedback>


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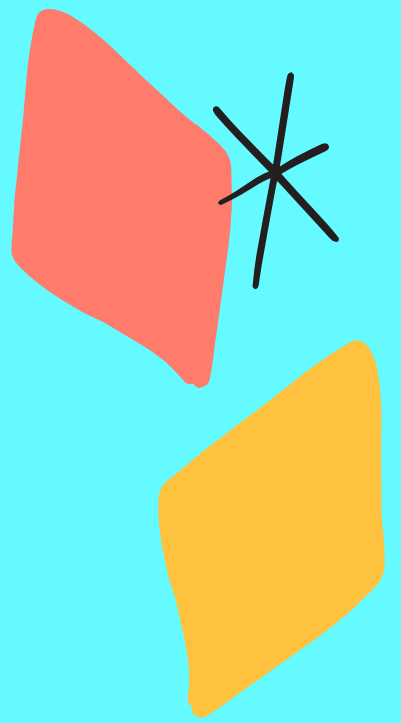
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PART 2: Describing Processes, Procedures and Giving Instructions  Page 41-61

PART 3: Making and Responding to Enquiries  Page 62 - 76

PART 4: Making and Handling Complaints  Page 77- 100

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PART I: Describing Products and Services



Writer: Zuraimi bin Mohd Zuber



Understandings Products and Services

In this topic, you will explore the difference between products and services as well as physical and digital products.

Besides, you will discover different aspects of products to describe, be they physical or digital.

To enable you to do so, you will be equipped with a variety of useful phrases to use in your product description.



WARM-UP: Discuss with a partner!

What is product?

Green brushstroke area for notes.

What is service?

Green brushstroke area for notes.

What makes them different?

Product	Service

Can you give some examples?

Digital Products	Digital Services

Once you have your answers ready, share your findings with your group members.



Products and Services: What makes them different?

1.1 Products

What They Are: Products are things you can buy, own, and use. They are physical items you can touch and take home.

Key Points:

Physical: Products are usually things you can touch, like a phone, book, or a pair of shoes.

Mass-produced: Many products are made in factories in large amounts, so each one is almost the same.

Stored and Sold: Products are kept in stores or warehouses until someone buys them.

You Own It: When you buy a product, it becomes yours to keep or resell.

Examples:

Physical products: A laptop, a bottle of water, or a car.

Digital products: Software, music downloads, e-books.

1.2 Services

What They Are: Services are actions or help that people pay for, but they don't result in an item you can hold.

Key Points:

Intangible: Services can't be touched or held. They're experiences or things done for you.

Used When Provided: Services can't be stored – they're delivered and used in real-time.

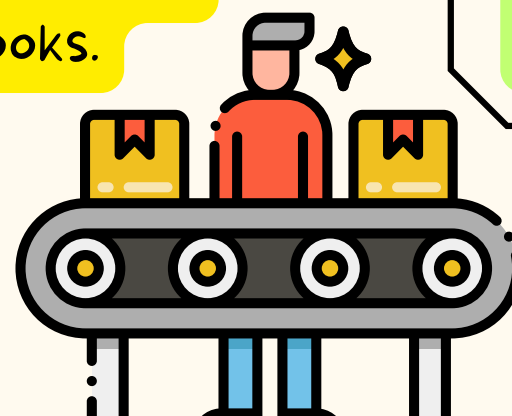
Customizable: Services are often tailored to each customer's needs, like a haircut that's different for each person.

No Ownership: You don't own a service after you use it. You get the benefit, but it doesn't belong to you.

Examples:

Professional services: Visiting a doctor, getting legal advice.

Personal services: Haircuts, going to a concert, hotel stays.



What's the Difference Between Physical Services and Digital Services?

1. Physical Services

What They Are: Physical services are done in person, where you go to a place, and someone provides the service directly to you.

Key Points:

Face-to-Face: You meet the service provider in person, like a hairstylist or a doctor.

Location-Based: You usually need to go to a specific place to get the service, like a salon, gym, or restaurant.

Limited by Time and Place: You have to be there in person at a set time, and only so many people can be helped at once.

Uses Equipment or Materials: Some physical services need special tools or equipment, like a dentist's tools or gym machines.

Cannot Be Saved: Once you use a physical service, it's done – you can't store it or use it again later.

Examples:

Getting a haircut, eating at a restaurant
Attending an in-person class at a gym

Digital technology often supports these services by making booking, payments, and feedback easier.

2. Digital Services

What They Are: Digital services are done online, so you can use them from anywhere with internet, like on your computer or phone.

Key Points:

No Need to Be There in Person: You can get the service from home or anywhere, without meeting the provider in person.

Accessible Anywhere: As long as you have internet, you can use digital services wherever you are.

Available Anytime: Many digital services are available 24/7, and you can often choose when to use them.

Can Be Saved or Reused: Some digital services can be recorded or downloaded to use later, like an online class or video.

Need a Device: To access digital services, you need a device like a phone, tablet, or computer.

Examples:

Watching streaming videos or listening to music online
Taking an online course, doing a virtual workout class

EXERCISE

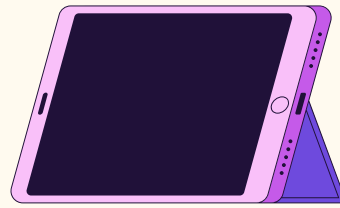
Discuss whether the following are products or services.



product

service

5.



product

service

2.



product

service

6.



shopify

product

service

3.



product

service

7.



product

service

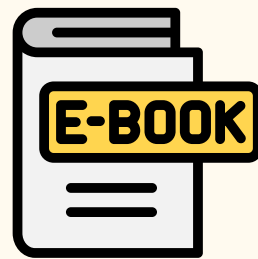
4.



product

service

8.



product

service

Try the online version of this quiz.

Click this link

<https://wordwall.net/play/52351/151/291>

or scan the QR code below:



Product or Service?

Enter your name:

Name...

Remember me?

Start

Powered by Wordwall

A OR AN?

Do you know when to use 'a' or 'an'?
It actually depends on the PRONUNCIATION
of the next word's first syllable.

A

Before words that start
with a consonant sound –
B C D F G etc

a smartphone

a powerful device

a unique item

Remember that the use of 'a'
and 'an' depends on the sound,
not spelling

An

Before words that start
with vowel sounds –
A E I O U

an operating system

an expansion card

an hourly rate

1. Google Classroom is ___ education app.

a

an

2. Keyboard is ___ input device

a

an

3. Fitbit is ___ fitness app.

a

an

4. PUBG is ___ shooting game.

a

an

5. Genshin Impact is ___ RPG game.

a

an

Try the online version of this exercise.

Click this link
<https://bit.ly/3FhYh4z>

or scan the QR code given



WARM-UP ACTIVITY

You are recommending a new headphone to a friend. What are the aspects of the device would you be describing?



If you were to describe a mobile application, what are the aspects you would be talking about?

Let's dive into the world of digital products and services. Whether you're describing a digital product or service, understanding their **TYPES**, **FEATURES**, **FUNCTIONS**, and **CHARACTERISTICS** is key to clarity. Let's break it down!

First, let's talk about **TYPES**. Digital products and services can be grouped into several categories:

- **Mobile Applications:** gaming apps, fitness trackers, and social media platforms.
- **Web Applications:** e-commerce websites or online learning platforms.
- **Cloud Services:** Google Drive, Microsoft Teams, OneDrive
- **Software Tools:** Desktop software like photo editors or project management tools.

Each type is designed to solve specific problems, whether it's connecting people, enhancing productivity, or entertaining users.

Next, let's explore **FEATURES**. Features are the components or tools within a product that make it useful. For example, in a fitness app:

- **Tracking Features:** Logs steps, calories, or workouts.
- **Social Features:** Allows sharing achievements with friends.
- **Customization Features:** Personalizes goals and plans.

When describing a product, always emphasize its standout features that meet user needs.



Now, what about **FUNCTIONS**? While features describe what's available, functions explain what the product does.

For instance, a video conferencing app might have:

Primary Function: Enabling real-time communication through video and audio.

Secondary Functions: Screen sharing, recording, or virtual backgrounds.

Functions focus on the tasks the product helps users complete.

Finally, let's discuss **CHARACTERISTICS**. These describe the overall experience and qualities of the product.

Examples include:

Usability: Is it intuitive and easy to navigate?

Reliability: Does it perform without crashes or bugs?

Scalability: Can it handle a growing number of users?

Aesthetic Appeal: Does it have a visually pleasing design?"

Characteristics often determine whether a product is user-friendly and reliable.

In summary, when describing a digital product or service, remember to consider its type, features, functions, and characteristics. These aspects not only help users understand the product but also highlight its value.



You can describe digital products in terms of:

ITS TYPE

- Is it a site?
- Is it a system?
- Is it a software?
- Is it an application?
 - communication app?
 - entertainment app?
 - gaming app?
 - social app?
 - map app?



ITS FEATURES

- Its components
 - buttons
 - e.g. Record button
 - menu
 - e.g. Dropdown menu
 - bar
 - e.g. Search bar
 - etc
- Secondary functions
 - video call feature
 - status update feature
 - live streaming feature

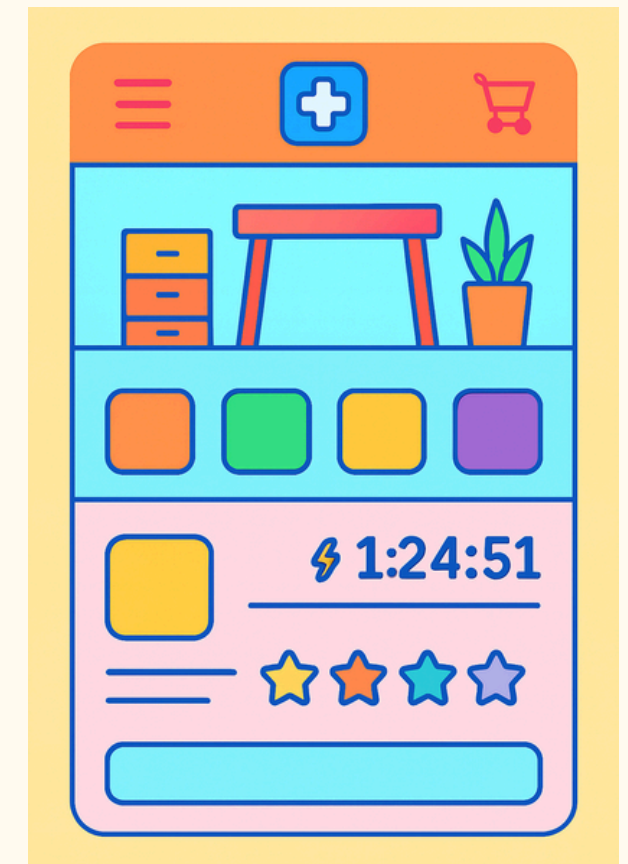
ITS CHARACTERISTICS

- Its difference from a similar app
- Technical requirements
- UI design
- UX design
- Size
- Etc



ITS FUNCTION

- Primary function
- Its main use
- The main reason it is created
- The use of its components or the use of its features.



Instruction: Determine the following statements describe Type, Feature or Function.

1. Quizizz is a fun learning platform.	1.
2. PUBG is an online battle royale game.	2.
3. You can share large files with this app.	3.
4. This tablet is equipped with Child Mode.	4.
5. Whatsapp is a popular communication app.	5.
6. At the bottom, you can find the camera button.	6.
7. Status Bar lets you upload text, photos and videos.	7.
8. This app helps users to track their daily food intake.	8.
9. This phone is equipped with wireless charging capability.	9.
10. The Share button allows you to share the files to other users.	10.

Try the online version of this exercise!



Type Feature or Function?

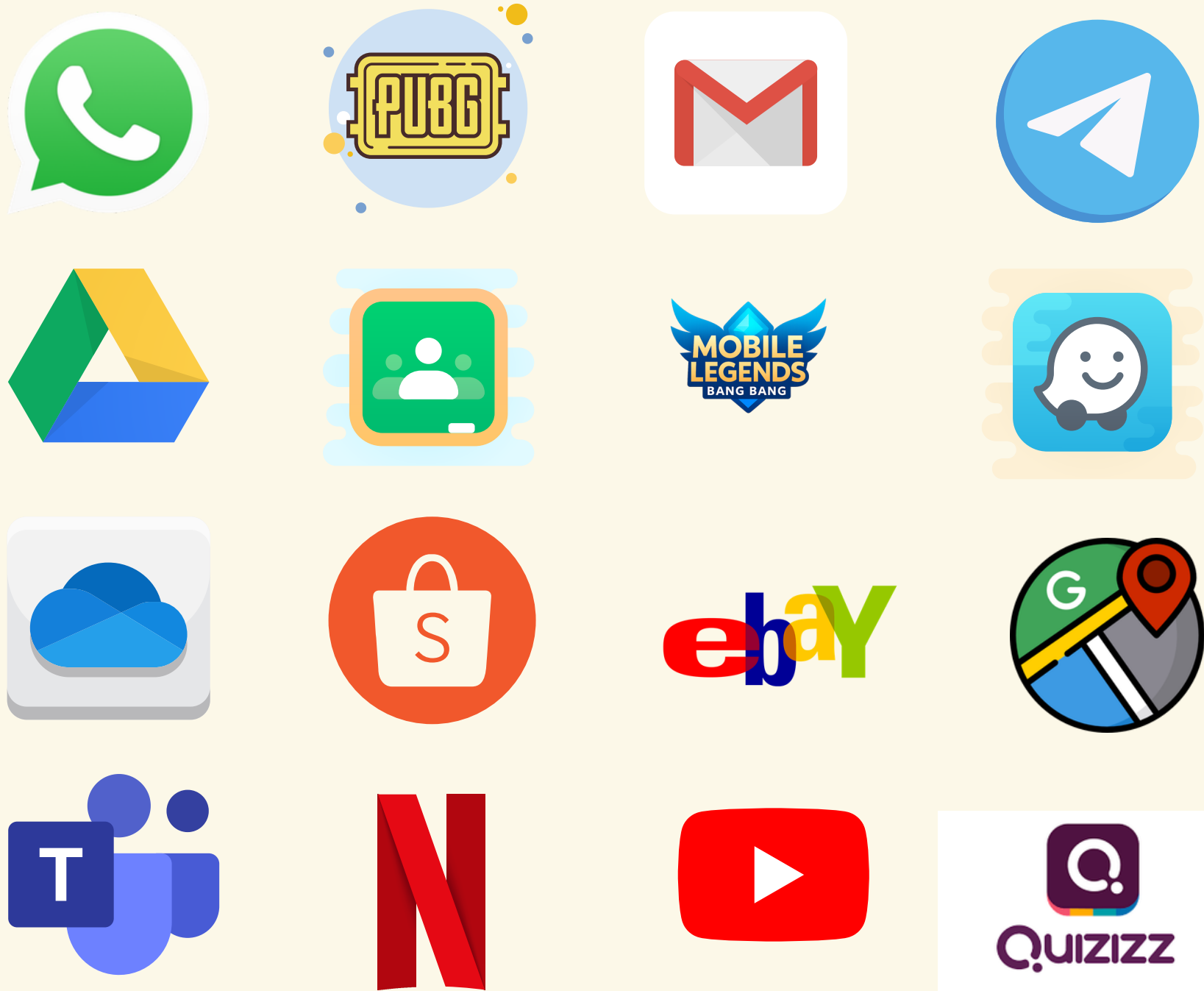
Enter your name:

Remember me?

Start

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In describing a product, it is important to know the name of the app and the type of product it belongs to. How would you categorise the apps given? The first is done as an example.



App Type	Examples
Communication	Whatsapp, Telegram

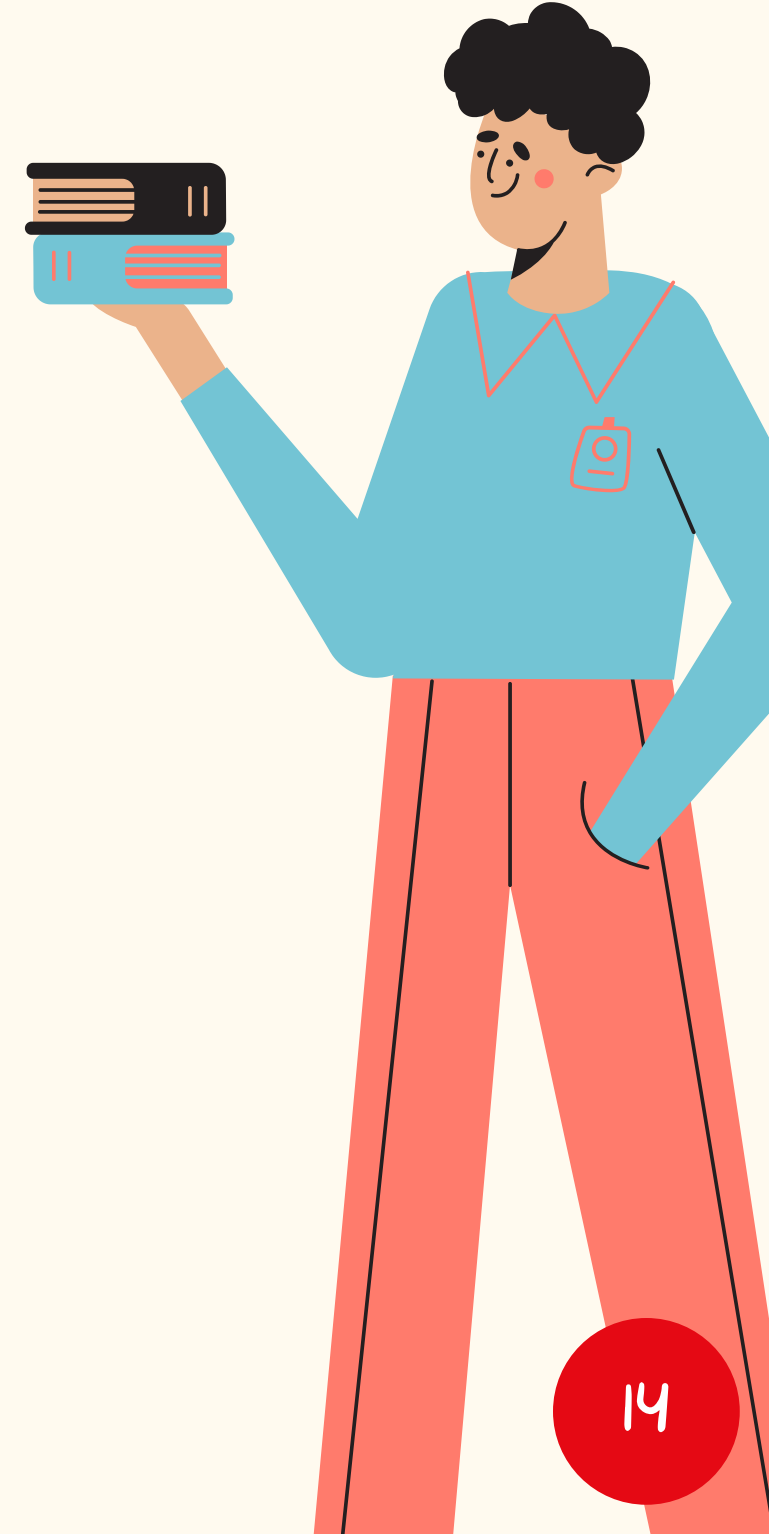
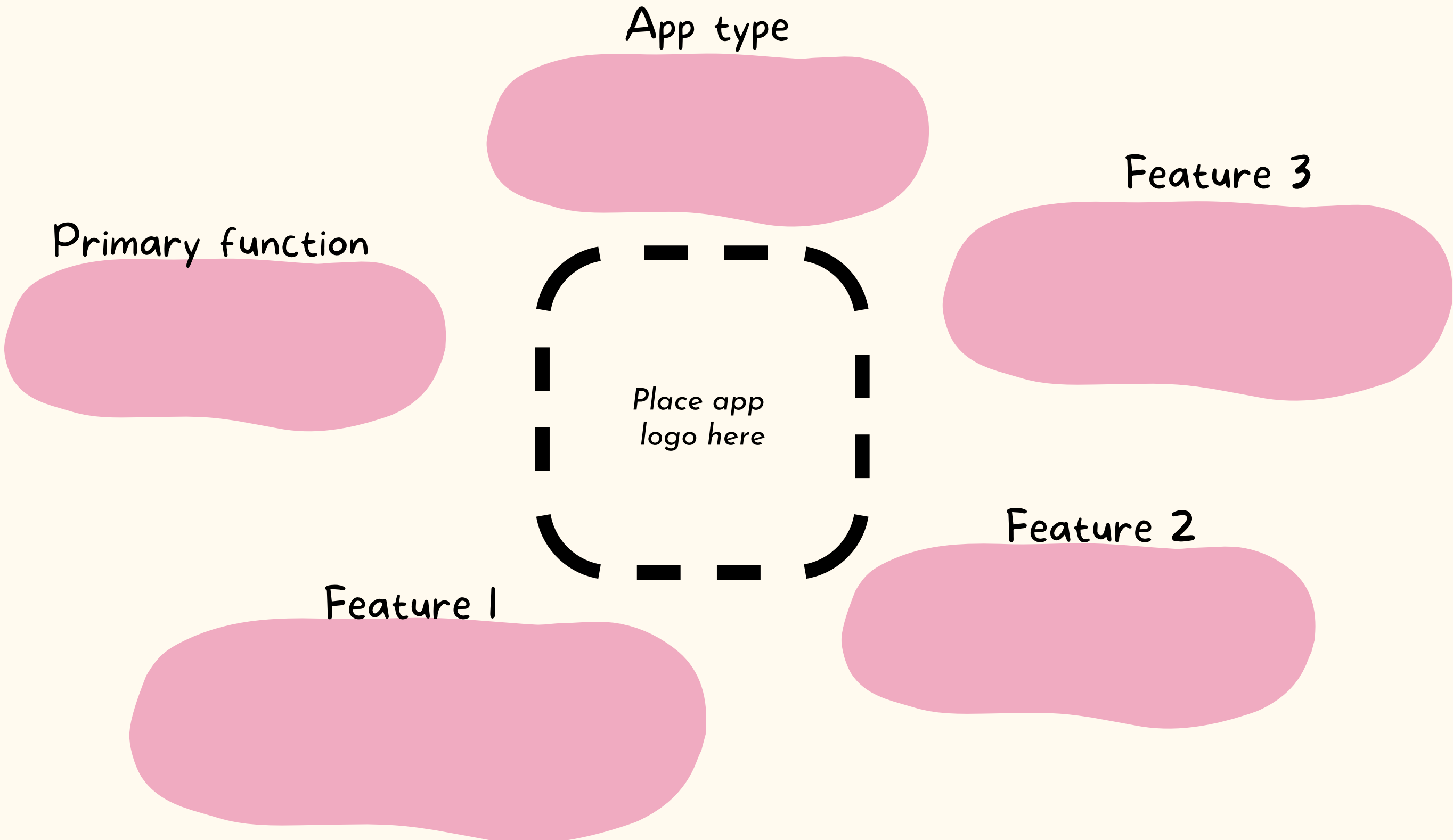
Try the online version of this task.

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or scan the QR code given



Task: Choose an application and fill in the following diagram with suitable details.



Four ways you can describe app function and features.

Structure 1

Start with the user and describe what they can do with it.

e.g. Users can share texts, photos and videos through Whatsapp Status Update feature.

e.g. Teachers can organise their lessons better with Google Classroom.

What other words can we use to replace the word 'can'?



Structure 2

Start with the name of parts/ components of app and describe what users can do with it.

e.g. Status Update tab lets users share texts, photos and videos.

e.g. The camera button lets you snap photos.

What other words can we use to instead of 'lets'?



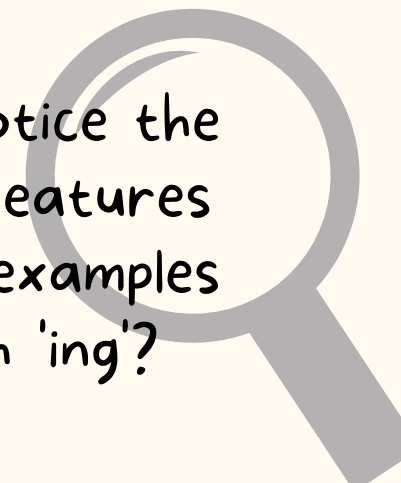
Structure 3

Start with the name of feature and tell what users can do with it.

e.g. Status updating feature lets users share texts, photos and videos.

e.g. Audio messaging feature allows users to send voice messages to their contacts.

Did you notice the name of features from the examples end with 'ing'?



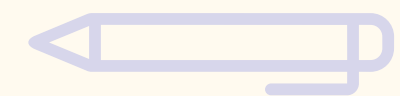
Structure 4

Start with the benefit.

e.g. Document sharing becomes easy with Whatsapp file sharing feature.

e.g. Location finding can now be done quickly with Google Maps.

_____ ing becomes easy with Google Classroom.



T_____ management is now easy with Planner App.

Useful phrases for describing the use of app features

- You **can do what** with this app/feature.
 - Users **can communicate easily** through Whatsapp.
 - With Whatsapp, you **can communicate with ease**.
- This app/feature **allows** you **to do what**.
 - This app **allows** you to **communicate without a hitch**.
- This app/feature **lets** you **do what**.
 - Whatsapp **lets** you **communicate easily**.
- This app/feature **makes** _____ **ing/ion/ment easy**.
 - Whatsapp **makes communicating easy**.

Did you know that 'easily', 'with ease', 'without a hitch' and 'effortlessly' means the same? They are synonymous!

When writing a description, avoid using the same word over and over again. Find synonyms to replace words that are used repeatedly.



THE PERFECT MATCH: MASTERING SUBJECT-VERB AGREEMENT

In this lesson, you are going to learn **SUBJECT-VERB AGREEMENT**, a fundamental grammar rule you'll encounter everywhere, whether you're writing technical reports, creating software documentation, or drafting emails. Subject-verb agreement means that the verb in a sentence must match the subject in number (singular or plural) and in person (first, second, or third person). Sounds simple, right? Let's break it down.

Subject-Verb Agreement Rules

Rule 1: Singular Subject → Singular Verb

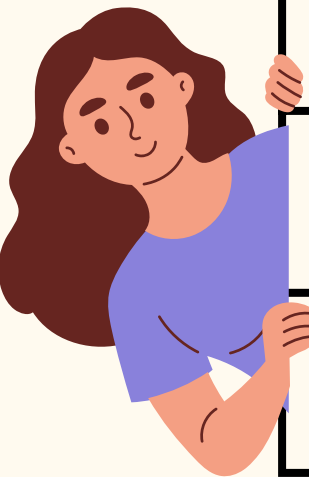
- Example: The computer runs smoothly.

Singular verbs often end in -s or -es in the present tense.


Rule 2: Plural Subject → Plural Verb

- Example: The servers store data efficiently.

Plural verbs do not end in -s in the present tense.



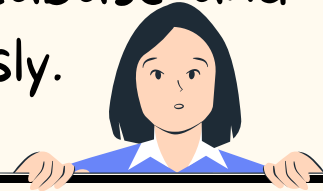
Singular Subject	Singular Verb
The server	stores
Artificial intelligence	is



Plural Subject	Plural Verb
The servers	store
They	are

Rule 3: Plural Subjects Joined by "And" → Plural Verb

- Example: The database and the application work together seamlessly.



Plural Subject	Singular Verb
Python and Java	are
The speed and performance	depend

Rule 4: Subjects joined by "or" or "nor" → Verb agrees with the closest subject

- Example: Either the developer or the tools are outdated. ('tools' is closer to the verb)

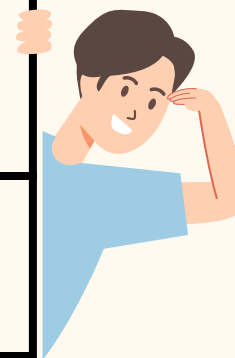


Subject	Verb
Either the developer or the tool	is / requires
Neither the server nor the users	are / require

Rule 5: Most indefinite pronouns (e.g., everyone, anyone, each) are singular.

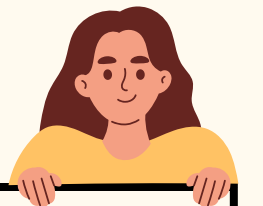
- Example: Everyone needs access to secure passwords.

Singular Subject	Singular Verb
Anyone	is
Each one of us	depends



Rule 6: A few indefinite pronouns (e.g., many, several) are plural.

- Example: Many use cloud-based storage.



Plural Subject	Plural Verb
Several	require
Most	are / require

Rule 7: Modal verbs (e.g., can, should, must) stay the same regardless of the subject.

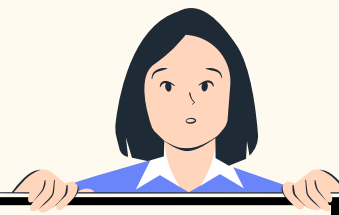
- Example (Singular): The engineer can debug the system.



Singular Subject	Modal Verb	Verb (base form)
The engineers	must	review
The programmer	should	test

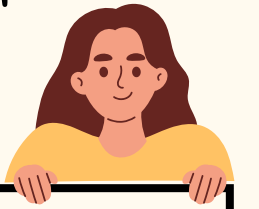
Rule 9: Subjects Separated by Prepositional Phrases

- Example: The list of applications is updated.
 - Subject: list (singular), not applications.



Subject	Modal Verb	Verb
The structure	of the algorithm	is
The structures	of the algorithm	are

- Rule 8: Collective nouns (e.g., team, group) can take singular or plural verbs depending on context.



Plural Subject	Verb
The IT team (acting as one unit)	is
The IT team (acting as individuals)	are

//

Tips for Success

- Identify the true subject (singular or plural) before selecting a verb.
- Focus on context-specific examples when writing technical documents.
- With modal verbs, always use the base form of the main verb.
- Practice applying the rules in IT-related scenarios.

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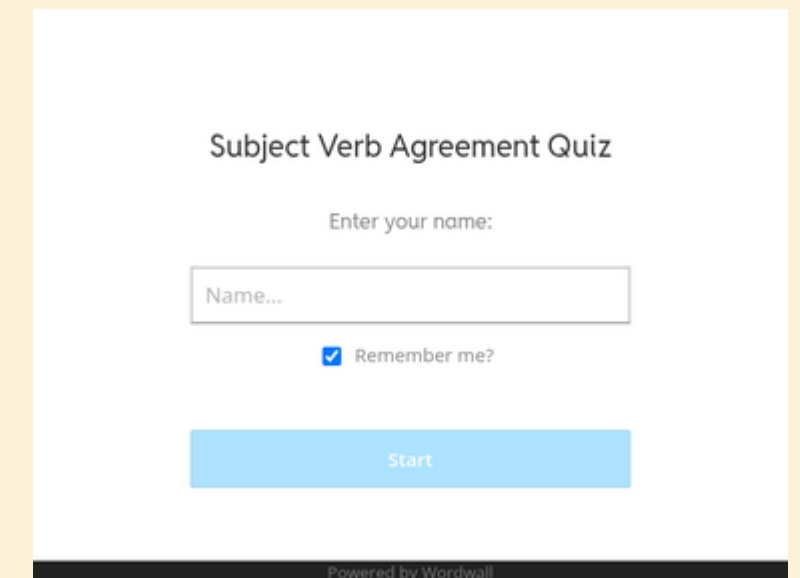
This table and the rules should serve as a clear guide to mastering subject-verb agreement.

Subject Type	Verb Rule	Example
Singular Noun (bag, computer, router)	Use singular verb	The router sends data.
Plural Noun (bags, computers, routers)	Use plural verb	The devices run diagnostics.
Indefinite Pronouns	Singular or plural (context-based)	Someone needs to reboot the server.
Compound Subjects (and)	Use plural verb	Python and Java are popular tools.
Compound Subjects (or/nor)	Match verb to closest subject	Neither the server nor the users are online.
Modal Verbs (can, must, may, should, could, need to have to)	Use base form of the main verb	Developers can automate tasks.

Practice Choose the correct form of verbs.

1. Users can/cans navigate with Google Maps.
2. Shopee app allow/allows you to shop online.
3. Google Classroom let/lets you submit assignments.
4. Capcut and Filmora make/makes video editing easy.
5. Canva has/have features that allow you to design graphics effortlessly.
6. You can/cans share text, photos, and videos through the Update feature in WhatsApp almost instantly.
7. Facebook Live enable/enables users to livestream events, performances, and gatherings.
8. You can/cans share audio messages through WhatsApp chat.
9. WhatsApp users is/are able to share live locations with their contacts.
10. Canva also let/lets you create presentation slides.

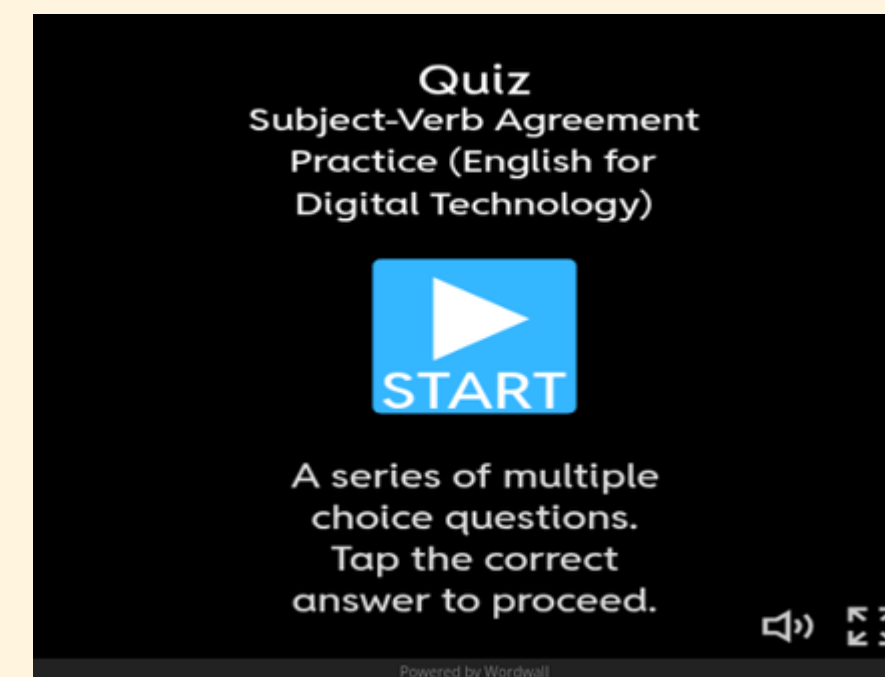
Try this online exercise!

A screenshot of a web form titled "Subject Verb Agreement Quiz". It features a text input field labeled "Enter your name:" with a placeholder "Name...". Below the input field is a checked checkbox labeled "Remember me?". At the bottom of the form is a blue button labeled "Start". The footer of the page says "Powered by Wordwall".

Practice Choose the correct form of verbs.

1. The computer (runs/run) smoothly.
2. The algorithms (produces/produce) accurate results.
3. Everyone (is/are) excited about the new update.
4. Neither the manager nor the engineers (is/are) available.
5. The data (has/have) been analyzed.
6. The team (is/are) preparing for the product launch.
7. Each of the students (has/have) submitted the assignment.
8. She (codes/code) efficiently.
9. They (works/work) collaboratively.
10. The group (discusses/discuss) their individual tasks.
11. The robot (performs/perform) its task without errors.
12. The engineers (designs/design) innovative solutions.
13. Somebody (needs/need) to verify the results.
14. The software (crashes/crash) occasionally.
15. None of the devices (functions/function) properly.
16. Either the programmer or the analyst (is/are) responsible for the error.
17. The database (stores/store) vast amounts of information.
18. A number of bugs (has/have) been fixed.
19. The instructions (was/were) followed carefully.
20. The network (appears/appear) stable now.

Let's aim for mastery through this exercise!



Read the two descriptions. Notice the differences in terms of words and phrases used.

DESCRIPTION A

Whatsapp is a communication app that has many features. With it, users can communicate, share files and life events easily.

Whatsapp has a chat button. Users can use it to send texts, documents, photos and other files to other users

Besides, it also has status sharing tab. Users can use it to update life events by sharing text, photos and videos.

Users can also make phone calls and videos calls with internet connection. Users can also make group video calls.



Did you notice that in this description, the words 'has' and 'can' are used so many times! Sounds boring, right?

DESCRIPTION B

Whatsapp is a communication app that comes with a plethora of features that lets users communicate, share files and life events effortlessly.

The features include a chat button that makes it easy for users to send texts, documents, photos and other files to other users.

Besides, it is also equipped with Status sharing tab that allows users to update life events through sharing of text, photos and videos.

Not only that, Whatsapp also enables users to make phone calls and video calls with internet connection. The latest update allows users to make group video calls.

Description B uses a variety of words that makes it more interesting!



Let's turn to next page to learn more vocabularies.

Useful phrases: Different ways of saying "It has many features."

It has

a lot of features

that enables users to

a range of features

that helps users to

an array of features

that allows users to

a plethora of features

that lets users to

a variety of features

that makes it easy to

a set of features

that enables users to

a host of features

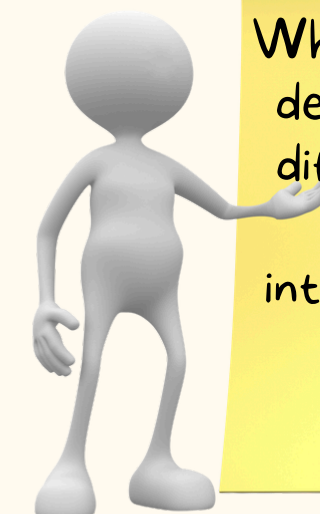
that helps users to

do A,
do B and
do C.



The phrases in green colour means the same thing!

What words or phrases have the same meaning with 'has'?



When writing a product description, try to use different vocabularies to make it more interesting. Avoid using the same word repeatedly.

TASK: Complete the following sentences with suitable uses of the apps given. The first sentence has been completed as an example.

Whatsapp comes with an plethora of features that allows users to chat, share files and update live events.

Google Chrome equips users with a _____ of features that lets users to _____, _____ and _____.


Onedrive is equipped with a _____ of features that makes it easy to _____, _____ and _____.

Google Calendar packs a _____ of features that enables users to _____, _____ and _____.

Shopee app provides users with a _____ of features that users can use to _____, _____ and _____.

Adobe Acrobat Pro ships with a _____ of features that helps users to _____, _____ and _____.

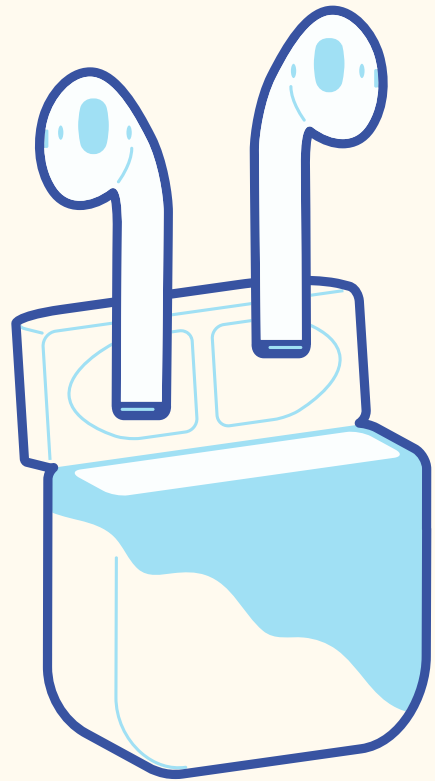
Writing a summary of app features

When **introducing** an app, you can describe the app in terms of its type and its main function. It is also good to have a **summary** of other features that are available. Let's take a look at this example: 

Choose a mobile app and write an introduction of the app. Use the phrases you learned to **introduce the app and to **summarise** its features.**

EXAMPLE: Whatsapp is a social app that allows users to communicate with others easily. It comes with a set of features that lets users send media and documents as well as sharing locations to other users.

You can describe an physical product in terms of:



Its type

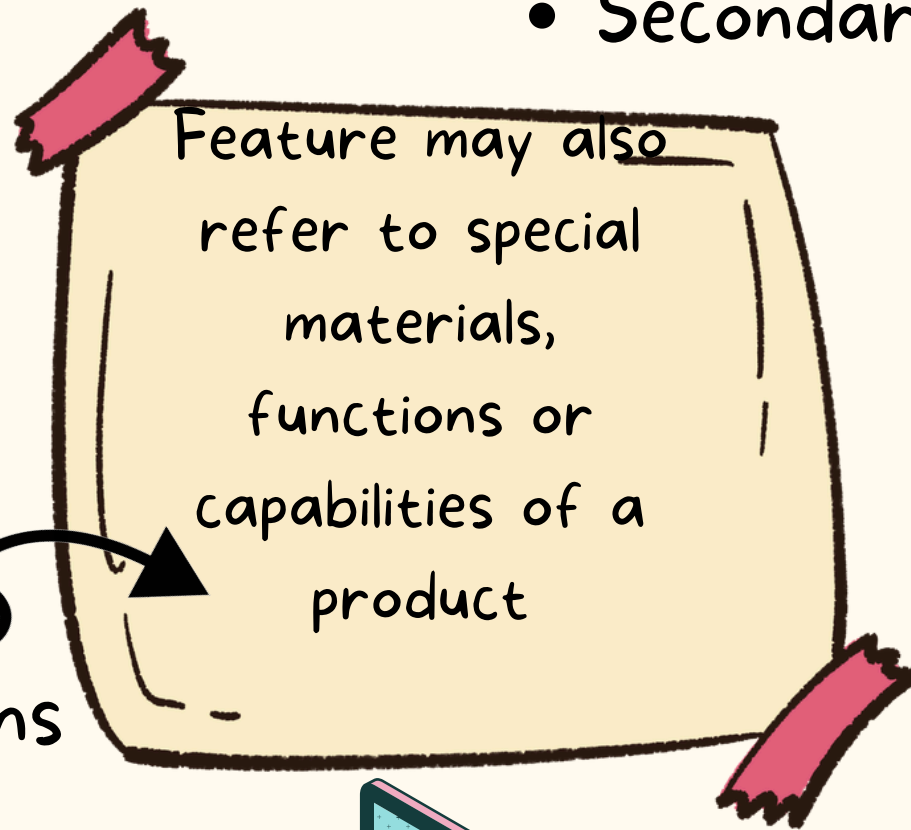
- Is it a tool?
- Is it a gadget?
- Is it a machine?
- It is a component?
- Is it an equipment?

Its features

- Its parts
 - switches/buttons
 - body material
 - screen type
- Its capabilities
 - water resistance
 - non-stick
 - anti-theft
 - energy efficient

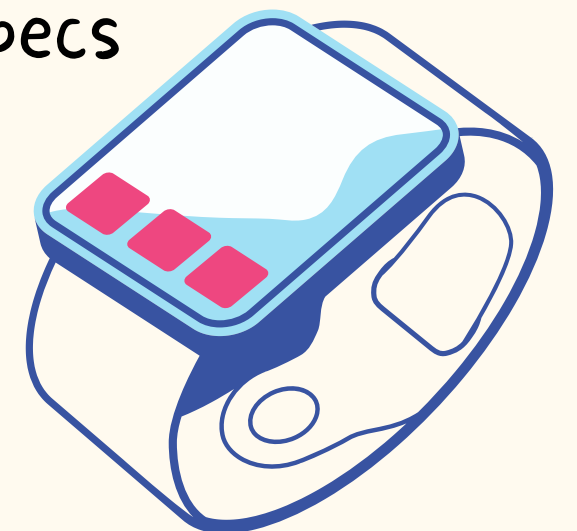
Its function

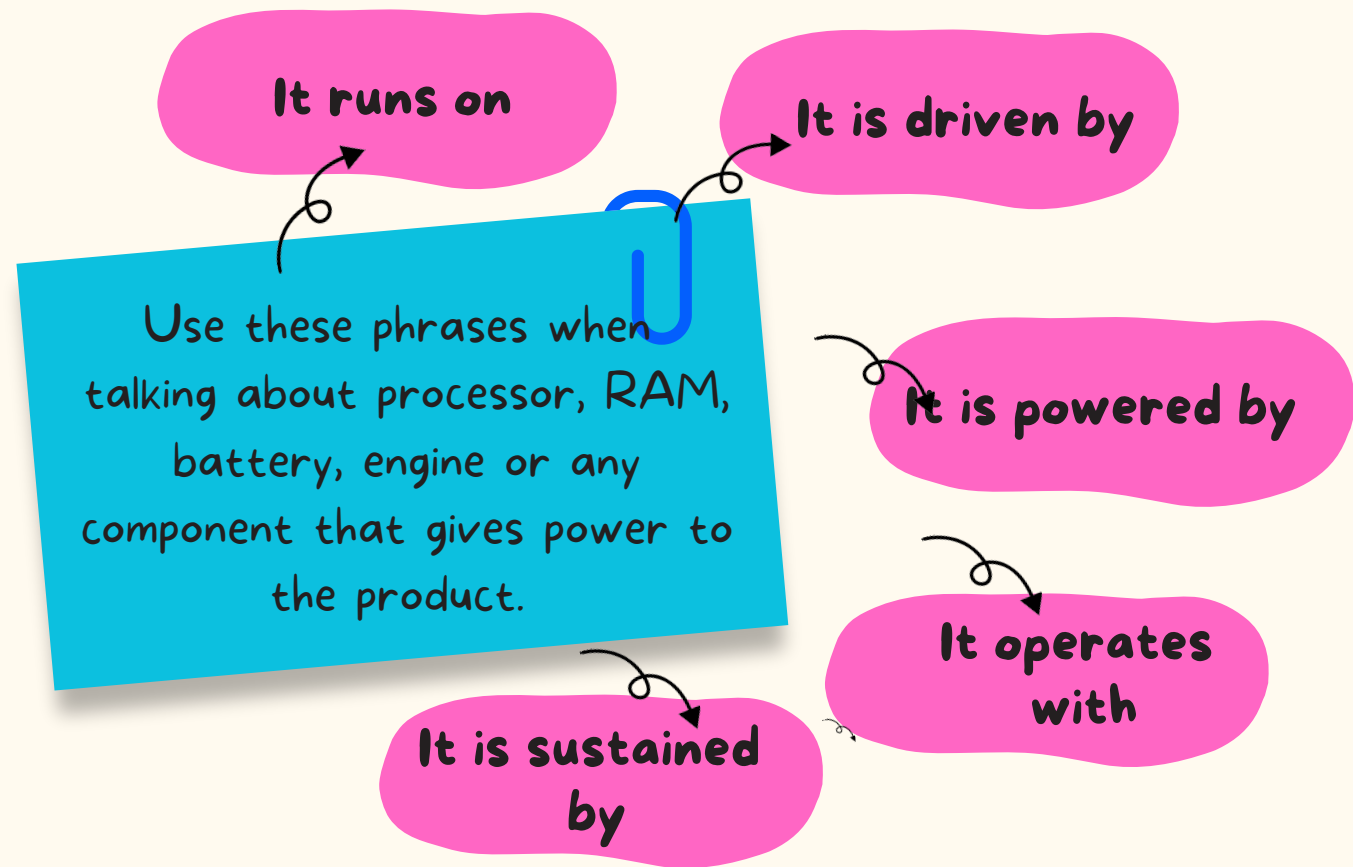
- Primary function
- Secondary functions



Its characteristics

- Model /Brand
- Its difference from similar product
- Technical specs
- Variants
 - colour
 - size
 - weight
- Design



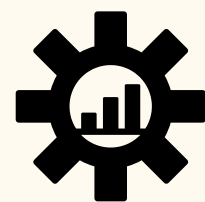


Different ways of saying "It has..."

- It packs
- It ships with
- It comes with
- It provides users with
- It features
- It sports
- It is equipped with
- It boasts
- It equips users with

TASK: Use any of the above phrases to describe the features that your smartphone has.

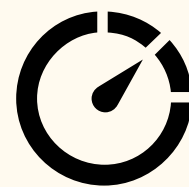












Do you remember the new phrases you learned in this page?

Let's test your knowledge. Click this link
<https://bit.ly/3stkXHg>
 or scan the QR code given

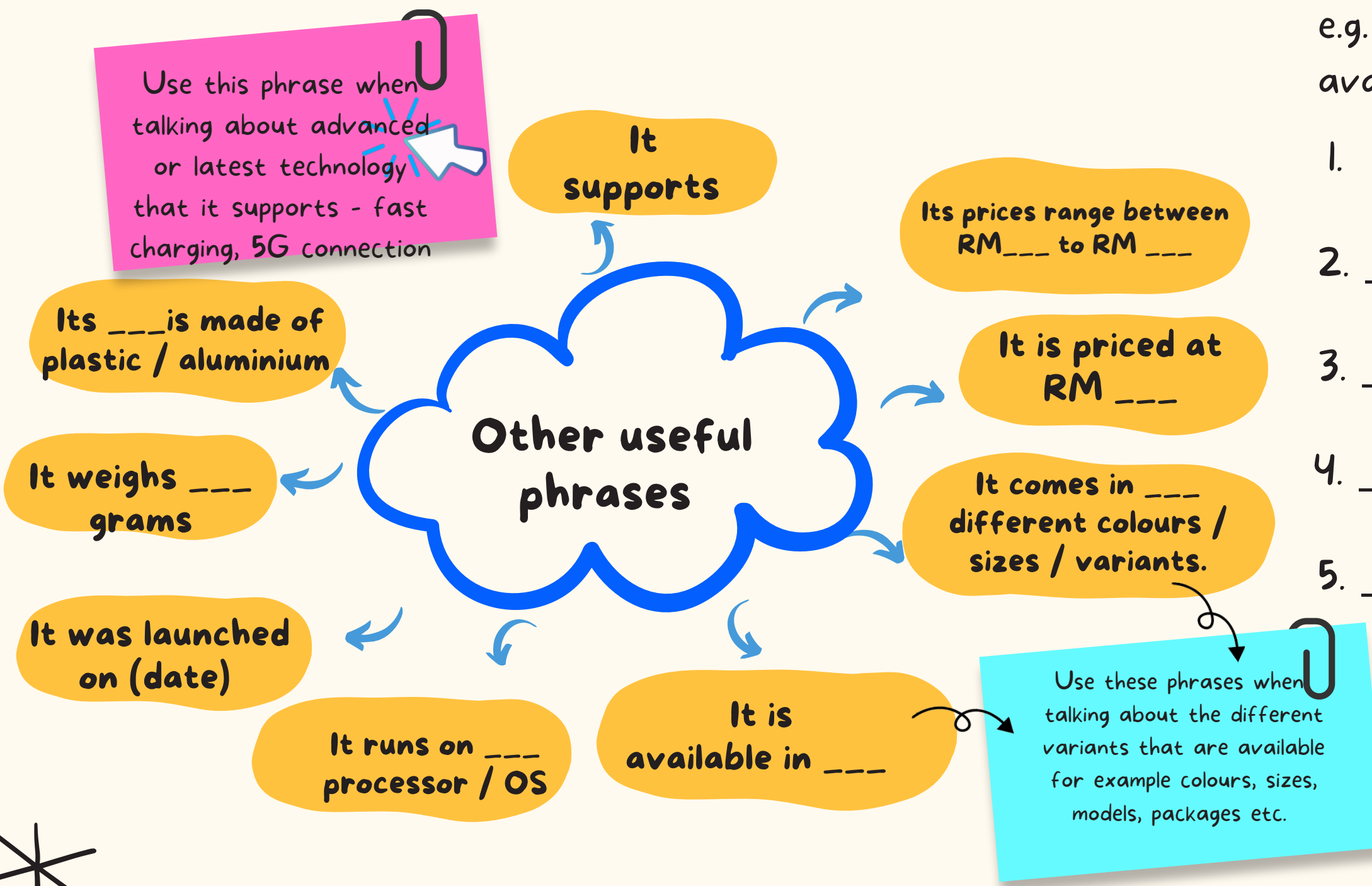


Anagram
 Synonym of "Has"
 (ada/mempunyai/dilengkapi)

START

Drag the letters into their correct positions to unscramble the word or phrase.

TASK: The following are some more useful phrases you can use to describe a product. Can you use five of them to describe gadgets that you know?



e.g. HwaWay GT Smartwatch is available in three different colours.

1. _____
2. _____
3. _____
4. _____
5. _____

So you think you have mastered all the phrases? Let's test your knowledge.

Click this link <https://bit.ly/3DHIFWV> or scan the QR code given



INSTRUCTION: Fill in the blanks with correct answers

1. The phone (_ h _ p _) with a 5.3" touchscreen display with a resolution of 1440 pixels by 2560 pixels.
2. The Nobia 8 is (_ _ w _ r _ d) by Snapdragon 8 Plus Gen 1 processor.
3. The phone (_ p _ r t _) 64GB of internal storage that can be expanded up to 256GB.
4. As far as the cameras are concerned, this phone (_ a _ k _) a 100-megapixel rear shooter.
5. The Nobia 8 (r _ n _) on Android 7.1.1.
6. It only (w _ i _ h _) 160.00 grams.
7. The Nobia 8 is powered by 5000 mAh battery and (s _ p p _ _ t _) fast charging.
8. It is (a _ _ l _ b _ e) in three different colours - black, blue and gold.
9. It was (l _ u _ c h _ d) in September 2020.
10. The prices of this gadget (_ a _ g _) between RM 1300 and RM1700.

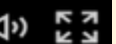
For interactive exercise, scan the following QR code.



Anagram
Fill in the blanks
with correct
answers.



Drag the letters into
their correct positions
to unscramble the
word or phrase.



LET'S PRACTICE

Use these phrases to describe your smartphone.

It comes with

It ships with

It includes

Describe the features of your smartphone using these phrases

It is powered by

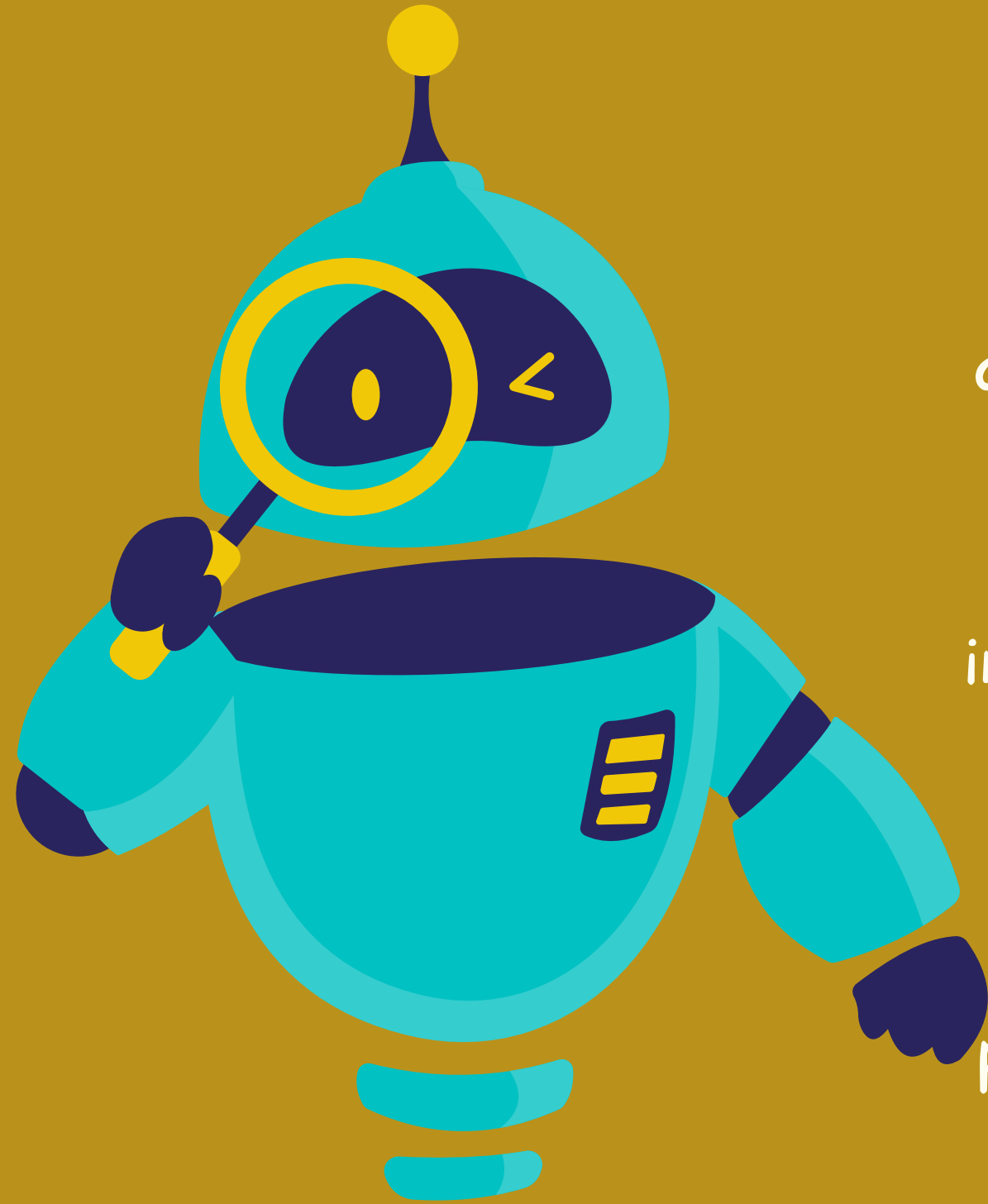
It provides users with

It is equipped with

Comparing Products or Services

In this lesson, you are going to explore some key phrases that will help you compare mobile applications effectively. Whether you're writing a review, making a decision between two apps, or discussing your options with friends, it is important to use appropriate phrases will to your comparisons clear and easy to understand.

For this purpose, you will learn some useful phrases in highlighting similarities, differences and making comparisons between products.



Describing Similarities

Before we dive into the phrases, it's important to understand why comparing apps is so useful. When comparing two apps, we look at their features, performance, user experience, and value. First, let's look at how to highlight SIMILARITIES between two apps. Here are some phrases you can use:

//

//

"Both apps offer similar features such as..."

"In the same way, both apps/products allow users to..."

"Like App A, App B also..."

"Similar to [Product A], [Product B] provides..."

"They share a common focus on..."

"Both include [specific feature], allowing users to..

"Each offers [shared feature], which is essential for..."

"Both are tailored to meet the needs of [specific audience]."

//

//

These phrases help you point out what the apps have in common. For example:

'Both apps offer similar features such as task management and reminders.'

'In the same way, both apps allow users to sync data across multiple devices.'

This shows that both apps provide the same or similar functionalities.



Describing Differences

Now, we'll cover useful phrases for explaining differences between digital products. Whether you're comparing apps, software, or online platforms, these phrases will help you communicate clearly and professionally. Let's get started!

Digital products often differ in specific features or capabilities. Use these phrases to emphasize those differences:

"Unlike [Product A], [Product B] includes..."

"[Product A] focuses more on [feature], whereas [Product B] prioritizes [different feature]."

"The biggest difference is that [Product A] has [specific feature], while [Product B] doesn't."

Unlike PhotoEditor, PhotoMaster includes AI editing tools.

VideoSuite X focuses more on streaming, whereas VideoSuite Z prioritizes offline editing.

Sometimes, it's helpful to acknowledge similarities before diving into the differences. Here's how you can do that:

"Both products excel at [specific feature], but they differ in..."

"While both tools support [common feature], only [Product A] offers..."

"They share [specific capability], but [Product B] takes it a step further by..."

Both TeamSync and CollabSuite excel at real-time communication, but they differ in file management options.

While both platforms support cloud storage, only Platform A offers unlimited space.

Making Comparisons

Besides talking about similarities, we can also make comparisons between products or services to see what's the same, what's different, and which option might be better for someone. So, let's start by looking at phrases for **COMPARING** products.

"When comparing products, we often focus on features, quality, performance, and value. Here are some key phrases you can use:"

"Product A is [better/superior] because it offers..."

"Compared to Product B, Product A is..."

"While Product A is [feature], Product B is more [feature]."

"Product A provides [benefit], whereas Product B..."

"Although Product A is more expensive, it offers more [features/quality]."

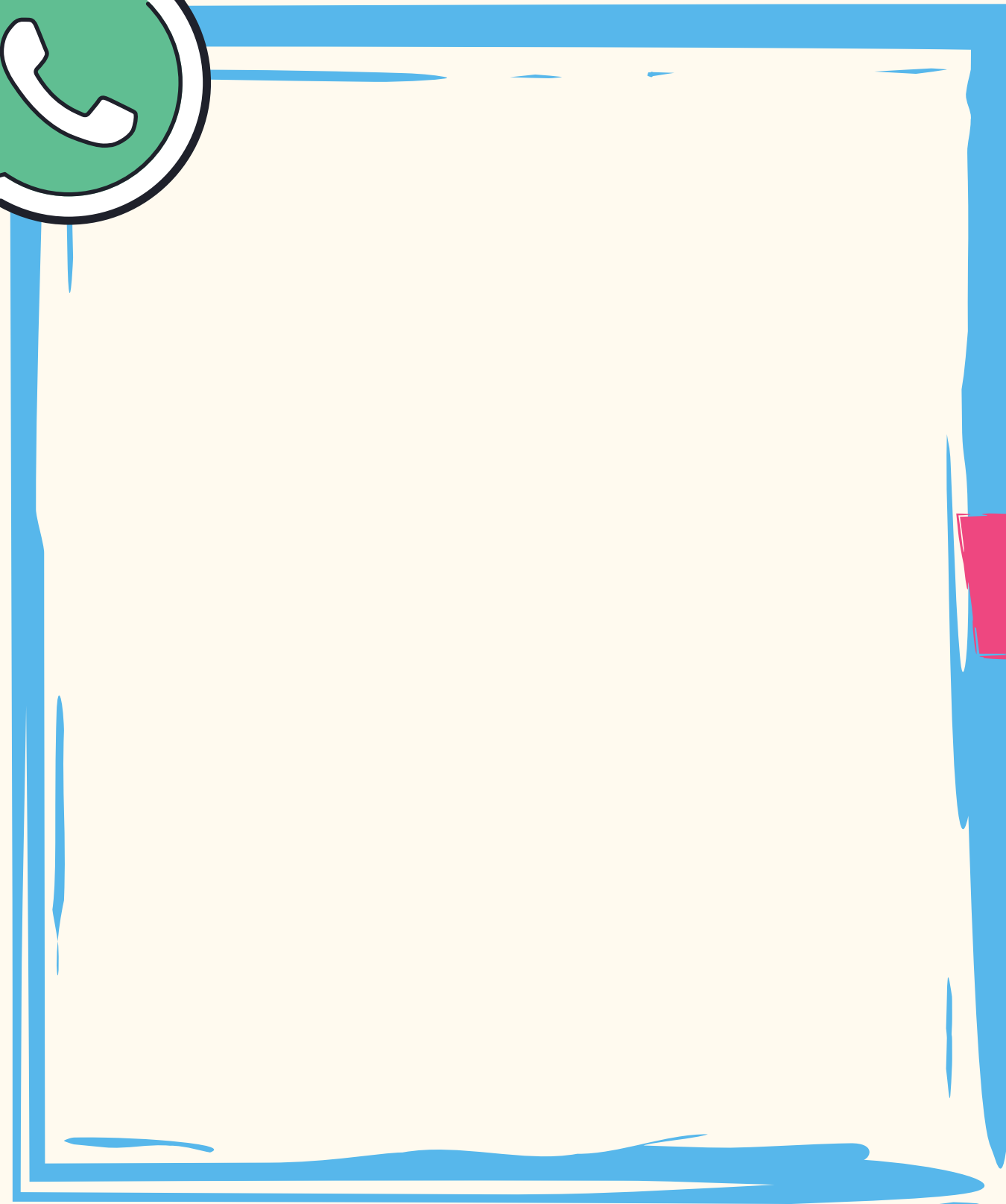
For example, you could say:

'Product A is superior because it offers longer battery life.'

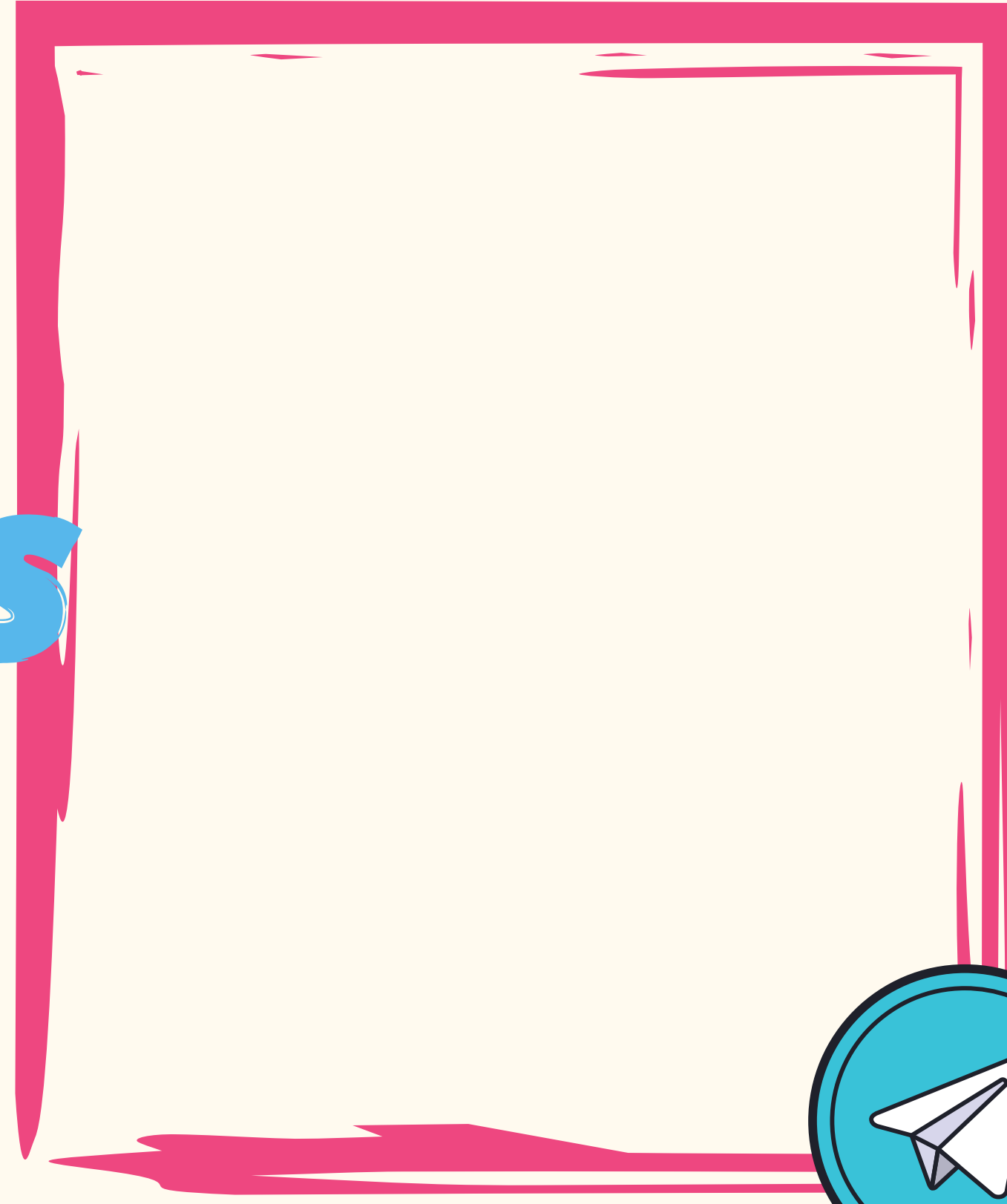
'Compared to Product B, Product A is more durable and efficient.'

This allows you to directly highlight what makes each product unique or better.

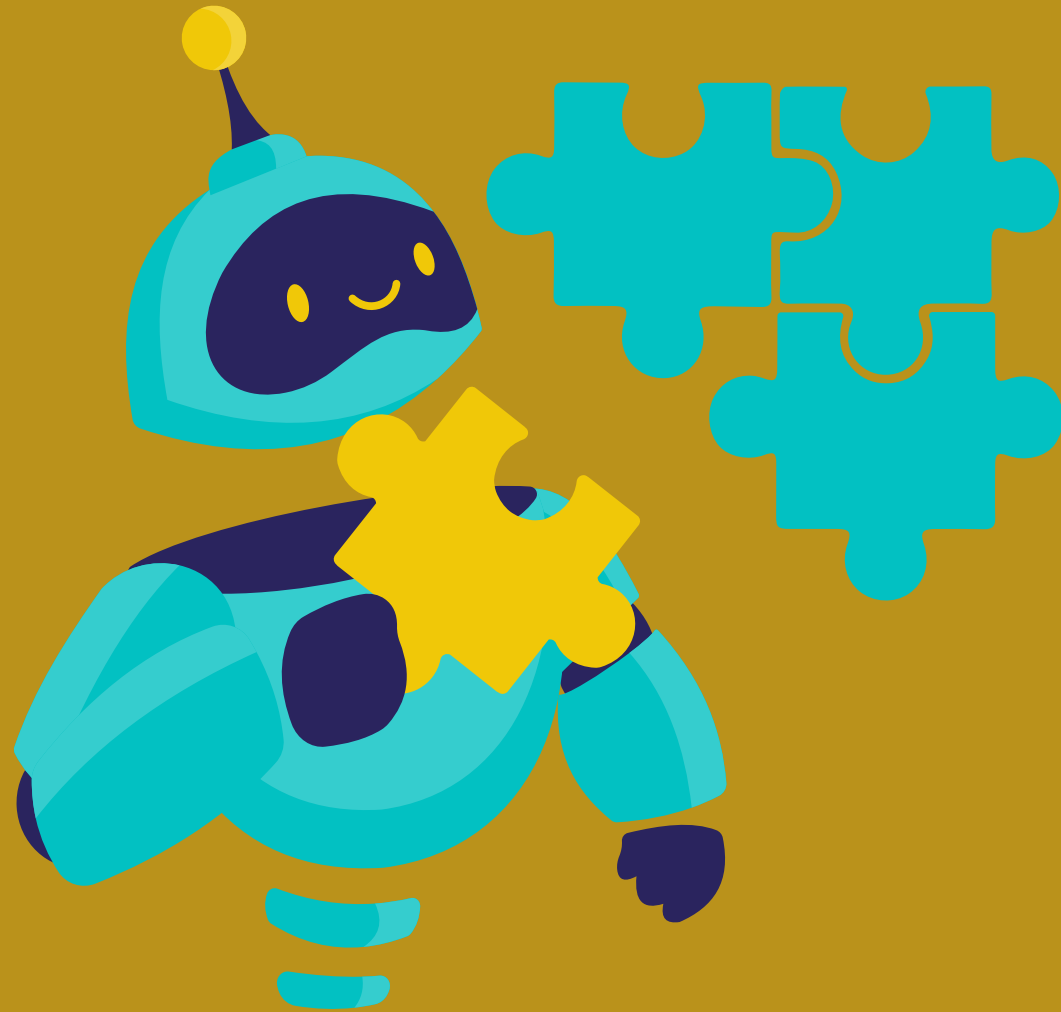
How would you compare between Whatsapp and Telegram?
Use the phrases you learned in highlighting similarities, differences
and making comparisons.



VS



Making FAB Statement



And here's the exciting part: we'll introduce you to the FAB Statement – a simple but powerful way to structure your description. With this framework, you'll learn to explain a product's Features (what it has), Advantages (why it's better), and Benefits (how it helps the user).

By the end of this section, you'll be able to confidently describe any product in a way that grabs attention and shows its true value. Let's get started!

In this lesson, we're going to talk about a powerful tool for effectively describing products and innovations – the FAB Statement.

The FAB statement stands for Features, Advantages, and Benefits. It's a structured approach that helps you highlight what a product does, why it's better, and how it improves the user's life. Let's break it down step by step.

"First, we have **FEATURES**. A feature describes the components, capabilities, or special functions of your product. It answers the question,

'What the product Has, Is or Does?'
For example:

- A smartphone might feature a 5G chip (component).
- It might also feature an scratch resistant screen (capability).
- A wearable device might feature automatic heart rate tracking (special function).

Next, we have the **ADVANTAGE**. This is where we show why the feature is valuable.

Now, here's something important: The advantage can mean one of three things:


- It explains what the feature **DOES**. For example, '5G chip allows faster download speeds and seamless video streaming.'
- The advantage can also answer the question 'What does the feature **MEAN** for the user?' For example, if the feature is anti-scratch screen, the advantage might be: 'It protect your screen from scratches.'
- Or, it explains what makes your product **BETTER** than others. For instance, if your AI assistant is faster and more accurate than competitors, that's an advantage too!

Finally, we have the **BENEFIT**. This answers the ultimate question:

'What's in it for me?'

Here's a tip: Benefits are often related to cost, time, or effort. Think about how the feature:

- Saves the user money by reducing expenses or providing better value.
- Saves the user time by speeding up tasks or automating processes.
- Reduces the user's effort by making tasks easier or more convenient



Let's put this all together with an example. Say you're promoting a task management app.

Feature: It has an AI-powered scheduling tool.

Advantage: This tool automatically prioritizes tasks based on deadlines and importance, making it more efficient than manual scheduling.

Benefit: It saves users hours of planning time each week, letting them focus on what matters most.

Here's how the full FAB Statement might sound:

'Our app features an AI-powered scheduling tool that automatically prioritizes tasks. This makes it faster and more accurate than traditional planning methods, saving you hours every week so you can focus on your priorities.'

Before you go, here are a few quick tips to make your FAB Statements impactful:

Be specific. General statements like 'It's great' don't work. Show exactly why it's great!

Focus on the user. Always tie your statement back to what matters most to your audience – their time, money, and convenience.

Practice clarity. Use simple, clear language to get your point across.

By using the FAB Statement, you can take any product or innovation and explain its value clearly and effectively.

So go ahead, start practicing, and remember – it's not just about what your product does, but why it matters.





Group task: You are inventing a new product. What crazy features would you include in your invention? Are there any special functions? Discuss with your group members and fill in the details of your invention based on the aspects given.



Define your product

NAME OF PRODUCT

Target users

Variants - colour, size etc.

Problem statement
What problem does this product solve?

Product accessories

Name of feature 1

Name of feature 2

Name of feature 3

What does the feature do/mean?

What does the feature do/mean?

What does the feature do/mean?

How does the feature benefit users?

How does the feature benefit users?

How does the feature benefit users?

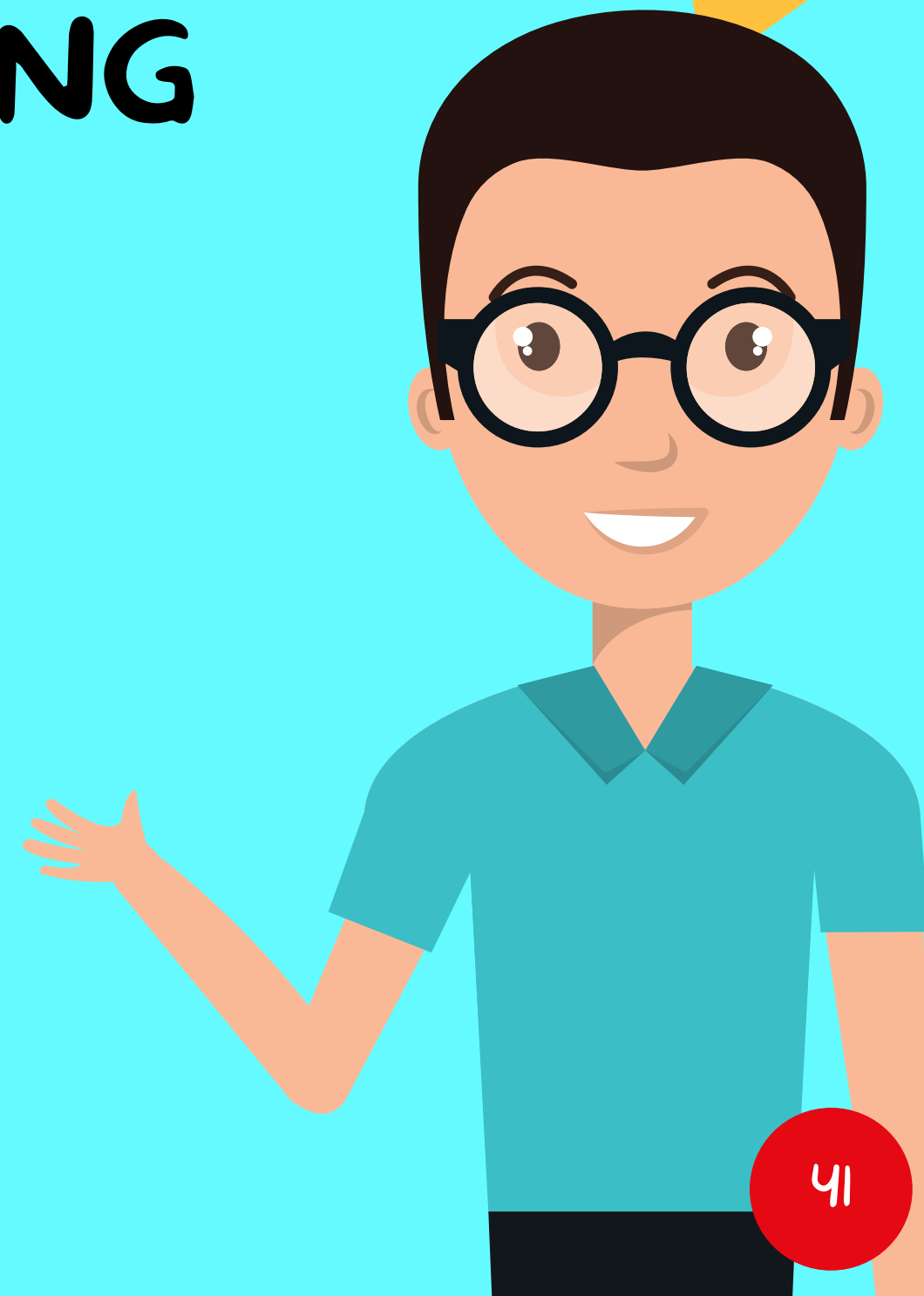





PART 2: DESCRIBING PROCESSES, PROCEDURES AND GIVING INSTRUCTIONS




Writer: Mohammad bin Muda





PART 2: Describing Processes, Procedures and Giving Instructions



In this topic, you will learn how to differentiate between Processes and Procedures, and how to give instructions. You will also be exposed to language functions such as sequence connectors as well as active and passive voice.

PROCESS

- A series of actions or steps taken to achieve a particular end.
- A series of tasks that need to be completed in a specific order.
- Answer the question of HOW.

PROCEDURES

- An established or official way of doing something.
- Step by step instructions for individual tasks.
- The detailed instructions of steps.
- Answer the question of WHAT, WHO & WHEN.

Process

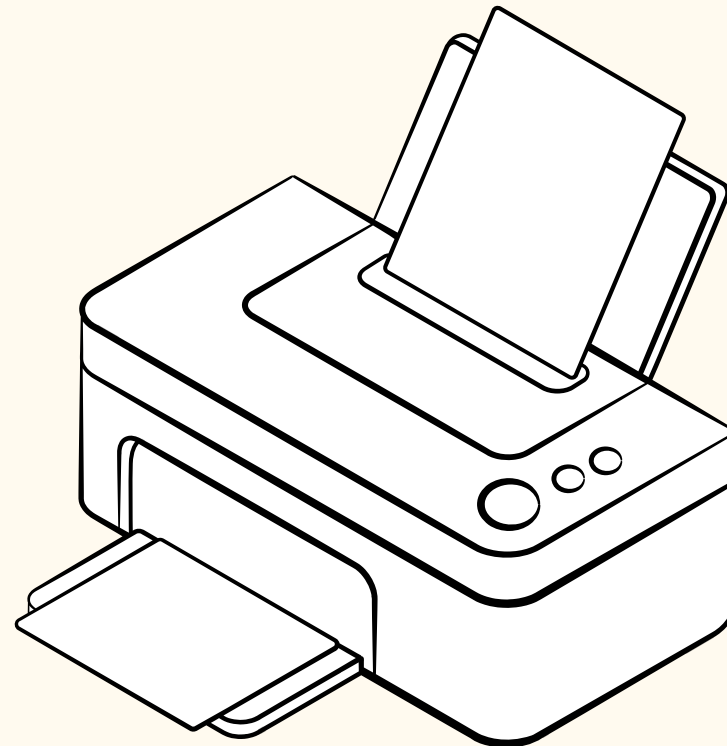
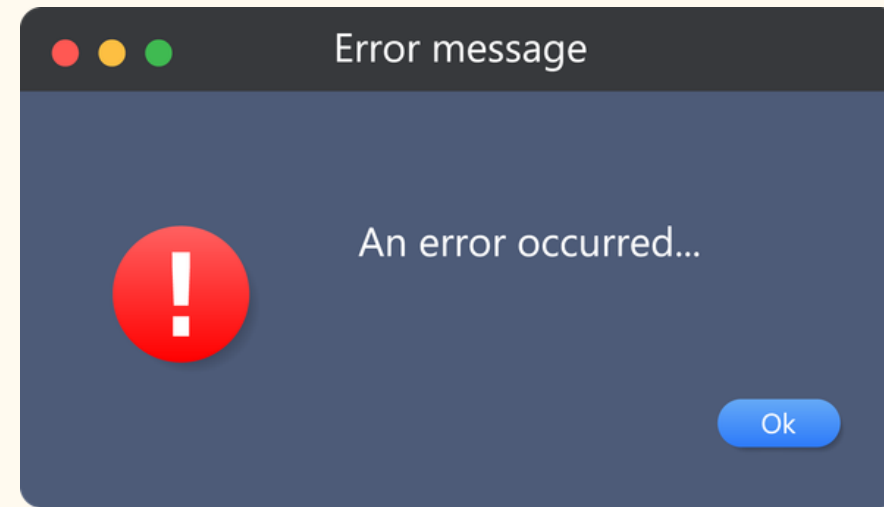
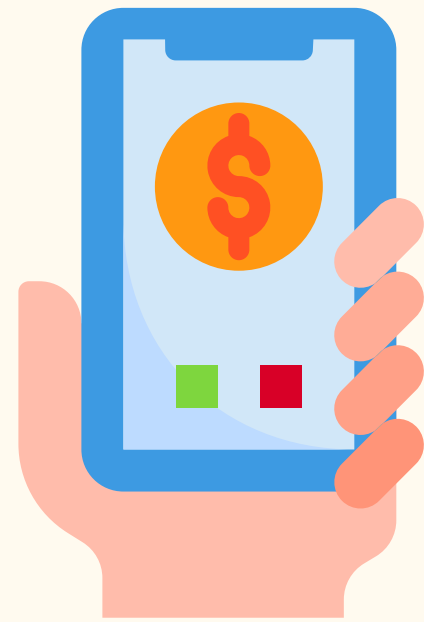
- Driven by achievement of a desired outcome.
- Are operated.
- Focus on satisfying the customer.
- Cause things to happen.

VS

Procedures

- Driven by completion of the task.
- Are implemented.
- Focus on satisfying the rules.
- Cause people to take action.

Instruction: State some processes or procedures related to the following.

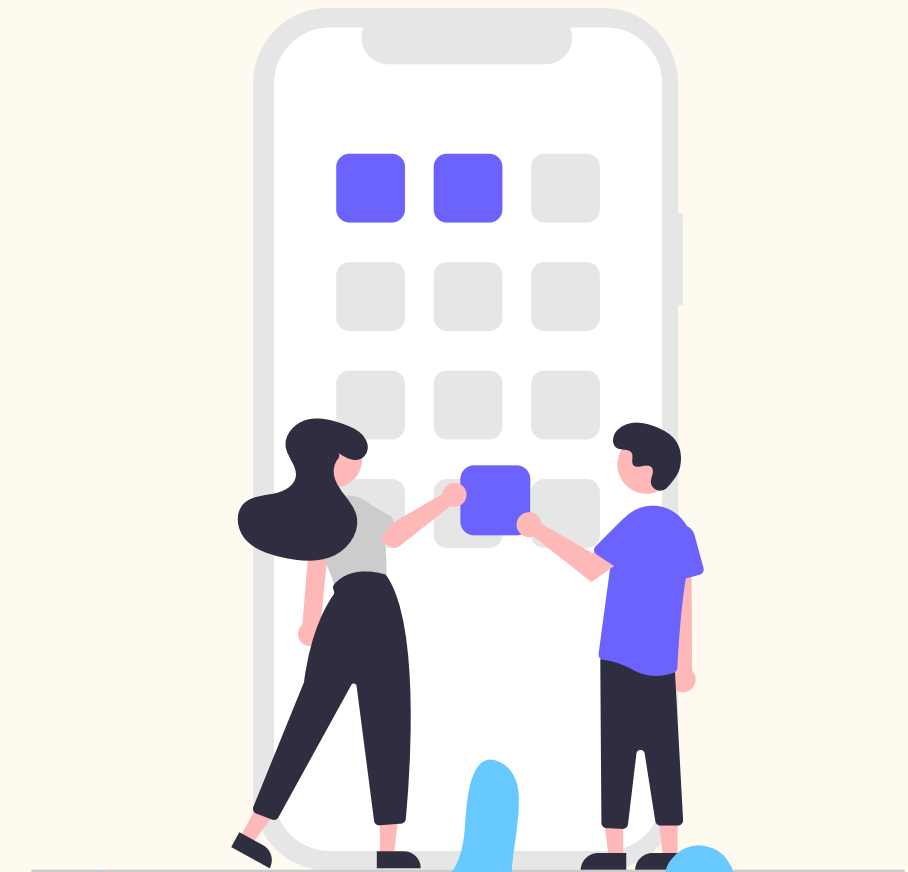


Graphics are taken and adapted from <https://www.canva.com>

Instruction: Fill in the blanks with correct answers from the list given.

1. ____ the Play Store or App Store to view app types that you need.
2. ____ or search for an app that you want to download.
3. ____ an app to see details.
4. ____ a few user reviews to see if there are any glaring problems with the app before installing it.
5. Tap the ____ button to begin the installation process.
6. Tap an app to ____ it.
7. ____ your notification preferences.
8. Press and ____ app icons to move them around your Home screens.
9. ____ an icon from your Home screen to the top to remove it.
10. To uninstall the app, press and hold the app icon until the word 'Uninstall' pops out.

tap open install set hold
browse read press drag select



Try the online version of this quiz.

Click this link
<https://bit.ly/3foMwld>

or scan the QR code below:



The plastic recycling process consists of five steps.
 Number the stages according to the correct sequence.



The plastics are transformed into a usable products for manufacturers.	
Different types of plastics are sorted from each other.	
Things such as labels, adhesives, dirt and food residue are cleaned.	
Post-consumer materials are collected from homes, businesses, and institutions.	
The plastics are broken down into smaller pieces.	

Graphic is taken and adapted from:
https://www.researchgate.net/figure/Overall-mechanical-recycling-process-of-waste-plastics_fig2_354740283

Order fulfillment is the process of receiving goods, then processing and delivering orders to customers. The process consists of 6 steps. Number the stages according to the correct sequence.

— ORDER FULFILLMENT PROCESS —



The order is sent to a transportation channel or shipping node to be shipped to the customer.

The items are processed before the product picking.

The order fulfillment center will make all preparations to receive the products

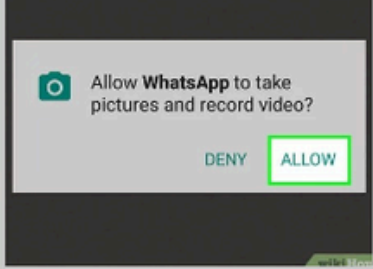


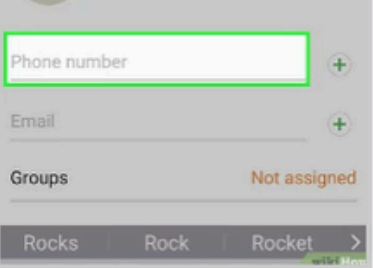
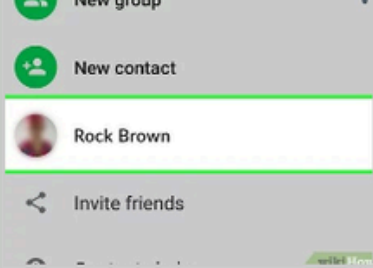
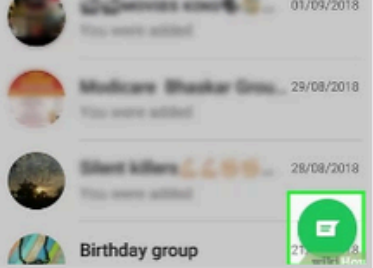
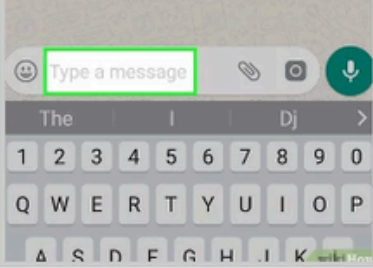
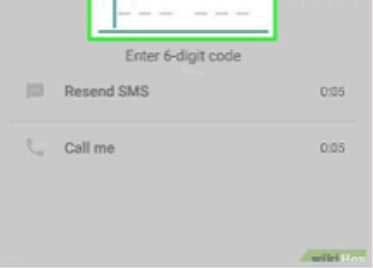
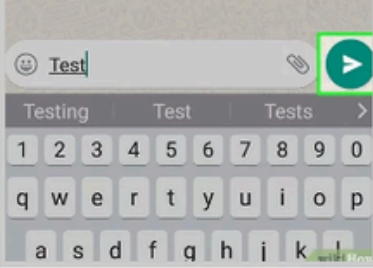
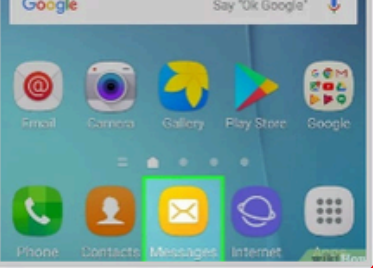
The items are stored in the warehouse before shipping.

The selection of the items from the warehouse according to a packing slip's instructions.

Packing materials are selected. it often include return shipping materials in case the customer wishes to exchange or return the item.

Graphic is taken and adapted from: <https://magenest.com/en/order-fulfillment/>

Exercise: Match the screenshot with the correct steps.

<p>Type in the message that you want to send.</p>	<p>Tap the "Send" icon to the right of the chat box.</p>				
<p>Open your messages through your messaging app.</p>	<p>Tap ALLOW when prompted.</p>				
<p>Type in the phone number of your new contact.</p>	<p>Tap "Next" to continue.</p>				
<p>Enter your 6 digit code in the field provided</p>	<p>Tap the "New Chat" icon.</p>				
<p>Select the contact that you wish to send the message.</p>	<p>Tap "Chats" tab.</p>				

Let's try the online version of this exercise!


Match the screenshot with the correct steps.

Enter your name:

Name...

Remember me?

Start



Instruction: Do the following statements agree with the information given regarding the process of online shopping? Circle the correct answer.

1. Add to cart is a feature that allows customers to choose items to purchase without actually completing the payment	TRUE	FALSE
2. The online shopping platform will never notify the buyer if the goods are not in stock	TRUE	FALSE
3. Click "check out" when once all things are added to cart	TRUE	FALSE
4. COD is the process where the buyers have to pay the items purchased using Debit Card	TRUE	FALSE
5. There are several payments methods when buying products online	TRUE	FALSE
6. Customer will receive the items once they have completed the payment process	TRUE	FALSE
7. Shipping will be completed once the buyer add the item in the shopping cart	TRUE	FALSE

Instruction: Rearrange the jumbled steps on how to clean laptop keyboard keys into the correct sequence. The first step has been provided.



	The putty will form its shape over the keys and seep through the cracks.
1	Buy special cleaning putty. This is usually available cheaply online and in-store.
	Place putty on the keyboard.
	Pull the putty carefully off the keyboard, so as to not break off the keys. Wash off any dirt and crumbs.
	Repeat all over the keyboard for a thorough clean.

SEQUENCE CONNECTORS

- Sequence connectors are the words that are used to mark particular orders/steps in certain processes and procedures.
- We use sequence connectors to link ideas from one sentence to the next in order to give the paragraph coherence.
- It helps the readers to follow the flow of the process/procedure.



Sequence Connectors for describing Processes & Procedures

Initial Step

- First,
- Firstly,
- To start,
- To begin,
- To begin with,
- In the initial step

Following Steps

- Secondly,
- Thirdly
- Next,
- After that,
- Subsequently,
- Following this,
- In the subsequent step

Final Step

- Finally,
- In the final stage,



Instruction: Unjumble the letters to form correct connectors.

1. _____, turn off the computer and unplug it from the power outlet.

r f t i s

2. To _____ with, ground yourself to avoid static discharge that could damage components.

b g n e i

3., _____ open the computercase by unscrewing the side panel.

h n e t

4. _____, carefully inspect all internal cables to ensure they are securely connected.

e x n t

5. _____ this is done, verify that the hard drive or SSD connections are tight and properly plugged in.

n o e c

[https://wordwall.net/
play/79448/575/278](https://wordwall.net/play/79448/575/278)



Spell the Sequence Connectors

Enter your name:

Name...

Remember me?

Start

Powered by Wordwall

Exercise: Identify whether the following are sequence connectors or not.

Thus	Firstly	Moreover
In contrast	Due to this	On the contrary
Furthermore	Finally	Then
On the other hand	Once	Following this
In the subsequent step	Hence	In conclusion
Besides that	Subsequently	After that
Next	First	

Sequence Connector

Not Sequence Connector

Let's try the online version of this exercise!


Sequence Connector or Not?

Enter your name:

Remember me?

Start

Powered by Wordwall



Active Voice and Passive Voice in Process Description

When writing a process description, we explain how something is done step by step. We can use both active voice and passive voice, but passive voice is more commonly used because the focus is on the process, not the person doing it.

ACTIVE VOICE

In active voice, the subject performs the action.

Structure:
Subject + Verb + Object

Example:
The worker packs the products.
The company delivers the goods.

Here, the focus is on who does the action.

PASSIVE VOICE

In passive voice, the object receives the action.

Structure:
Object + be verb + past participle

Example:
The products are packed by the worker.
The goods are delivered by the company.

Here, the focus is on the action and the process, not the person.

GIVING INSTRUCTIONS

Instructions are detailed information on how to do or use something. Instructions can be given verbally, in written form or can be signage. Clear instructions will help to avoid misunderstanding. The following statements are examples of instructions:

- Read this manual, please.
- Be careful, Don't trip over that mat.
- Turn right at the traffic light.
- Come to the gym with us tomorrow.

Imperative Form for Giving Instructions

The imperative form is used to give instructions, directions, commands, or steps clearly and directly. It is very common in digital technology, especially when explaining how to use software, devices, apps, or online systems.

Structure of Imperative Sentences

☛ Base Verb + Object

There is no subject like you because it is understood.

Examples:

- Click the "Submit" button.
- Open the application.
- Save your file.

Restart the computer.

Why Use Imperative Form?

Imperative sentences are:

- short and clear
- easy to follow
- suitable for step-by-step instructions
- commonly used in manuals and user guides

Examples in Digital Technology

Installing Software

1. Download the installation file.
 2. Open the downloaded folder.
 3. Double-click the setup file.
 4. Follow the instructions on the screen.
 5. Restart your computer.
- ### Sending an Email
7. Open your email account.
 8. Click "Compose."
 9. Enter the recipient's email address.
 10. Type your message.
 11. Press "Send."

Negative Imperative Form

Use Do not / Don't + base verb to give warnings or prevent mistakes.

Examples:

- Do not share your password.
- Don't click unknown links.
- Do not turn off the computer during installation.

Useful Words for Instructions

- First
- Next
- Then
- After that
- Finally

These words help organize the steps clearly.

Instruction: Read and identify whether the following are instructions. Circle YES or NO.

1. Turn off the computer before leaving the lab.	YES	NO
2. The students are discussing their group project.	YES	NO
3. Please submit your assignment by Friday.	YES	NO
4. I like to study in the library every evening.	YES	NO
5. Open the file and save it in your folder.	YES	NO
6. The meeting will start at 10 a.m. tomorrow.	YES	NO
7. She enjoys reading digital technology articles.	YES	NO

Match the verbs with the correct icons.

Zoom	Double tap	?		?	
Swipe up	Pinch	?		?	
Rotate	Tap	?		?	
Long press	Swipe right	?		?	
Swipe left	Swipe down	?		?	

Let's try the online version of this exercise!

Match the verbs with correct icons.

Enter your name:

Name...

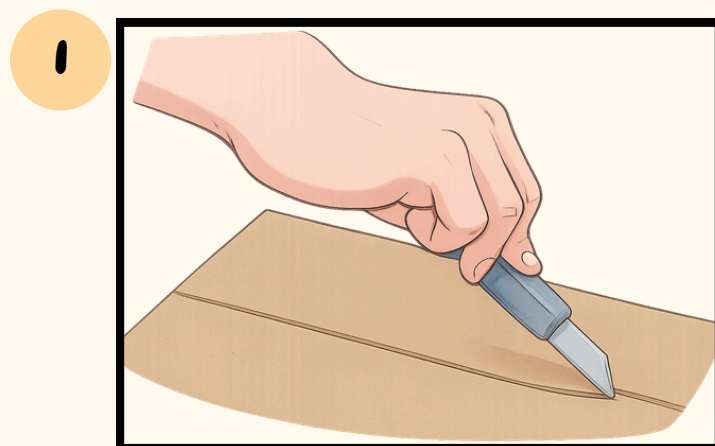
Remember me?

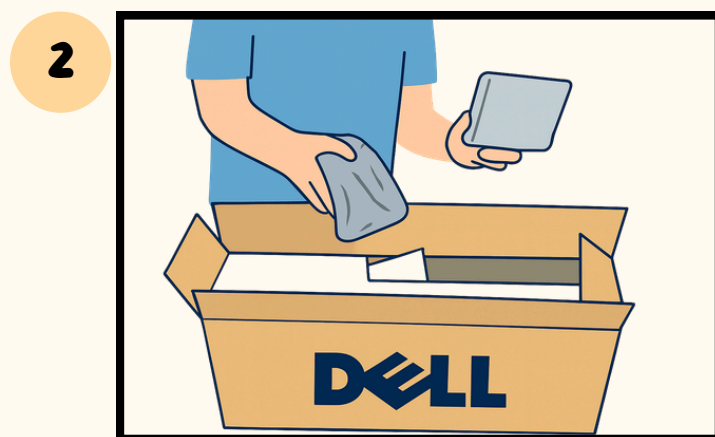
Start

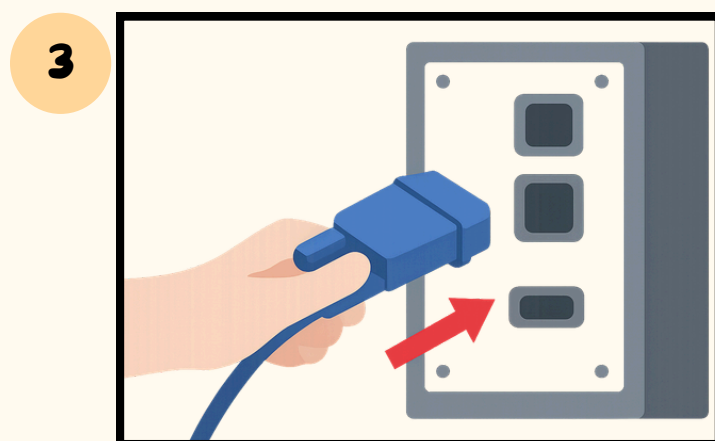


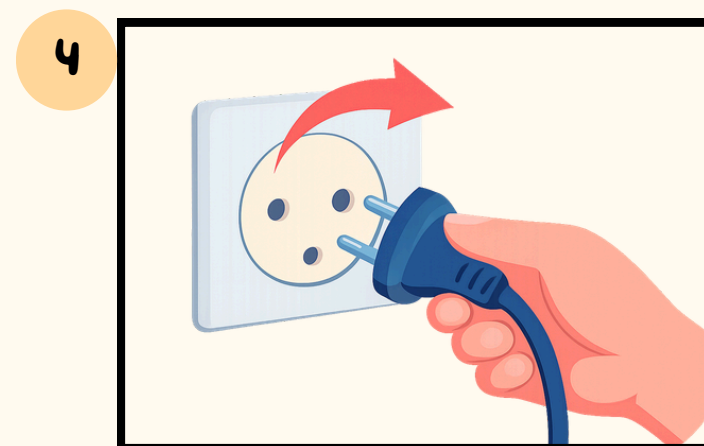
Note: The graphic is generated using Gemini AI tool.

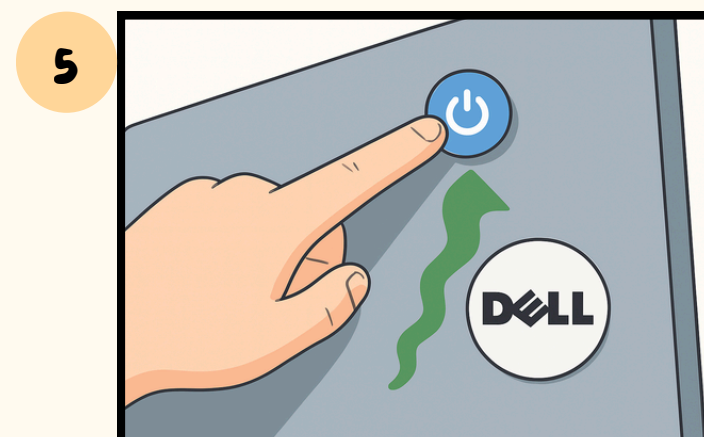
Instruction: Write the steps involved in setting up a PC using correct sequence connectors and language structure.













Note: The graphics are taken and adapted from <https://www.wikihow.com/Set-up-a-Computer>

PART 3: MAKING AND RESPONDING TO ENQUIRIES



Writer: Mohd Haziq Abqari bin Mohd Hedzir

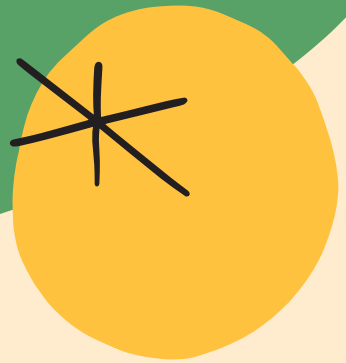


PART 3: Making and Responding to Enquiries



In this topic, you will learn how to make an enquiry and respond to an enquiry using the appropriate style and tone. Multiple modes and purposes of enquiries can also be explored to ensure a more effective response can be made or given regarding products or services.



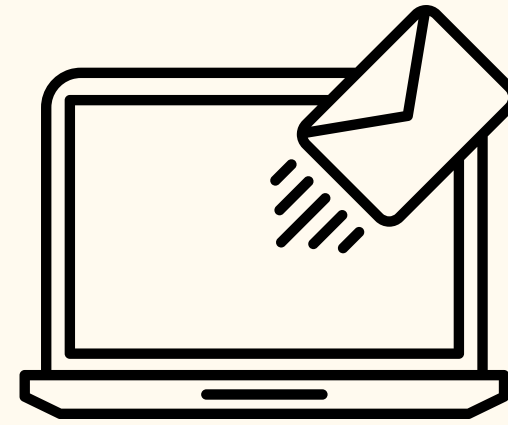


WHAT IS ENQUIRY?



WHY DO WE MAKE ENQUIRIES?





Ways to make enquiry



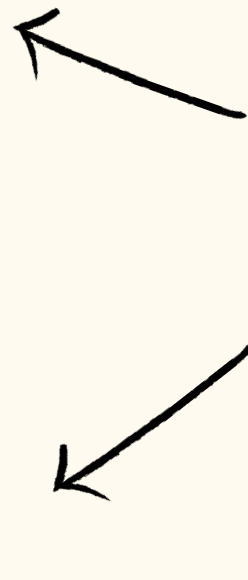
WH- QUESTIONS
Give examples of wh- questions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

BE VERBS
Give examples of be verbs

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

QUESTION STARTERS



MODALS
Give examples of modals

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Scan the QR code given to play the game.



Click the following frame to play the game (in Canva presentation mode).

Categorise the following question starters.

Enter your name:

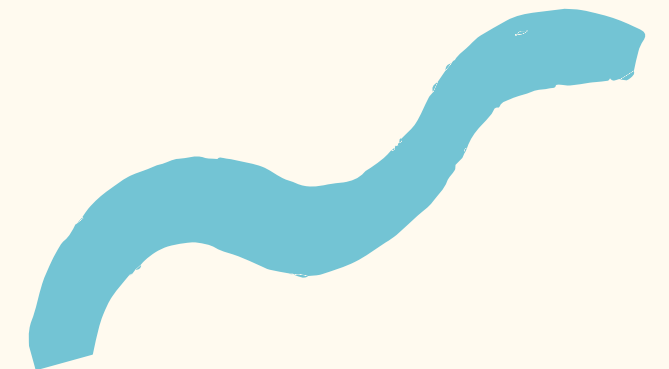
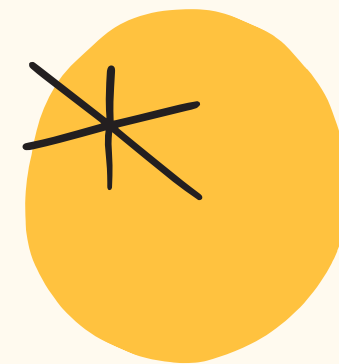
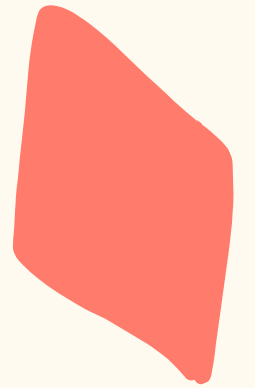
Remember me?

Start

Powered by Wordwall

Complete the sentences with correct wh- question starters.

1. ___ do you think about the DDR5 RAM?
2. ___ will GPU prices return to normal?
3. ___ can I buy a gaming desktop?
4. ___ told you Intel processors are better compared to AMD processors?
5. ___ was Jim talking to? He was talking to Greg about which CPU cooler to buy.
6. ___ one do you choose? NVIDIA GeForce RTX 3090 or AMD Radeon RX 6900 XT?
7. ___ laptop is this?
8. ___ does this pc keep crashing?
9. ___ do you repair this?
10. ___ phone is the best for me?



Create 5 enquiries about internet service using modals.

Example: Should I use a VPN?

- 1.
- 2.
- 3.
- 4.
- 5.



Create 5 enquiries regarding mobile apps using be verbs

Example: Are there any discounts for the premium version of that application?

- 1.
- 2.
- 3.
- 4.
- 5.



IDENTIFY WHETHER THE STATEMENT BELOW IS TRUE OR FALSE ON WHY IT IS IMPORTANT TO RESPOND TO ENQUIRIES.

1. Prevent negative reviews or feedbacks	TRUE	FALSE
2. Telling customers what they want to hear	TRUE	FALSE
3. Brand building and a positive reputation	TRUE	FALSE
4. Improve your service and increase sales	TRUE	FALSE
5. Use a variety of vocabularies and jargons when responding	TRUE	FALSE
6. Make your own decisions to solve problems as soon as possible without using the proper channel	TRUE	FALSE
7. Reduce the work a customer must do in order to solve the problem.	TRUE	FALSE

Rewrite the sentences using the words in the box to make them more polite

could

possible

would

please

kindly

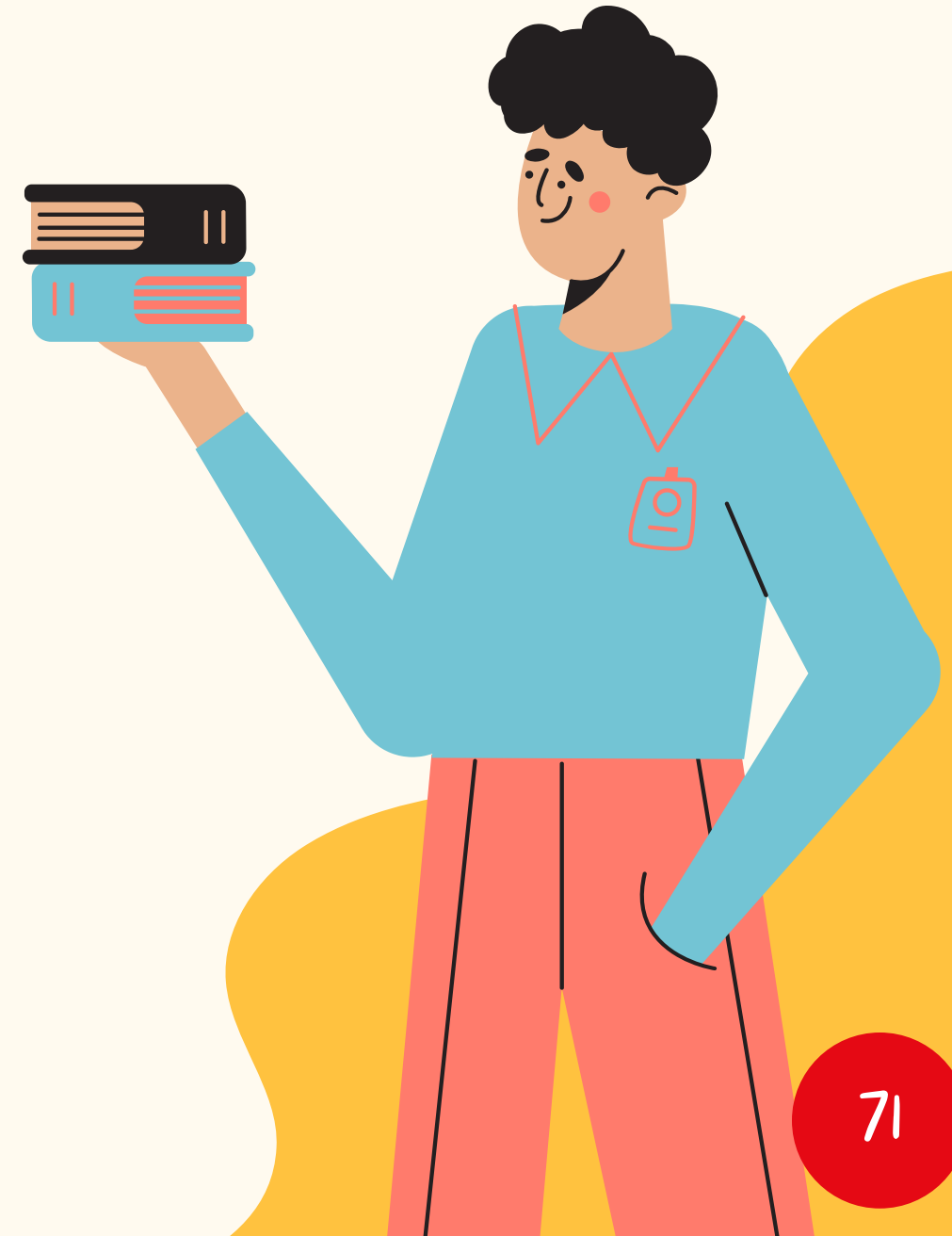
1. Give your response as soon as possible.

2. Give me the details.

3. Call me.

4. Repair this for me.

5. Where can I buy this anti-virus?



WRITE ONE POSSIBLE ENQUIRY FOR EACH OF THE PHOTO











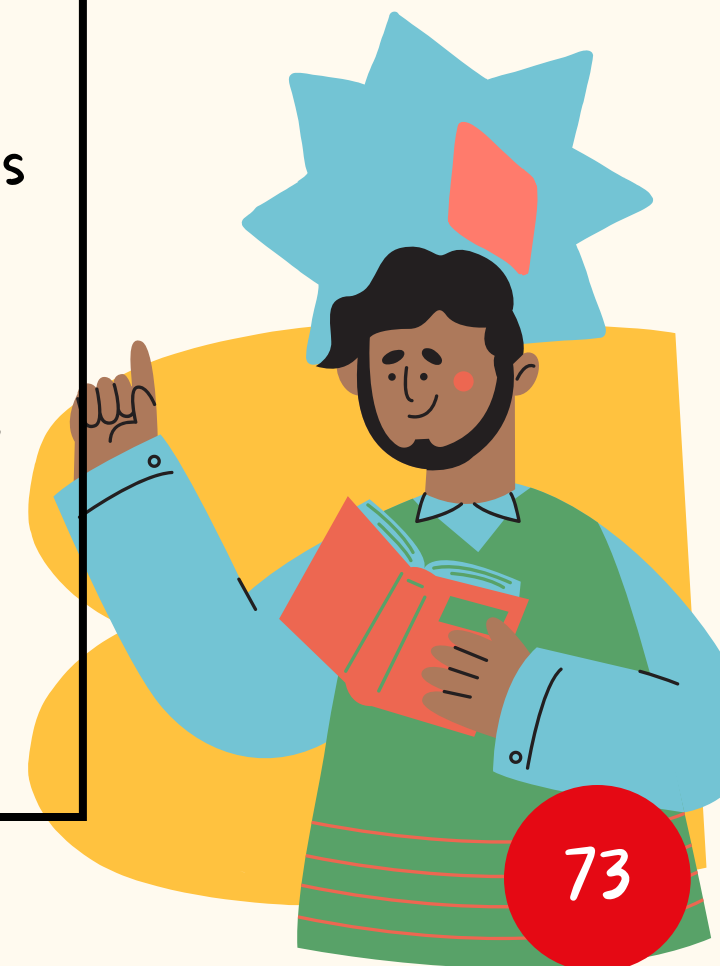




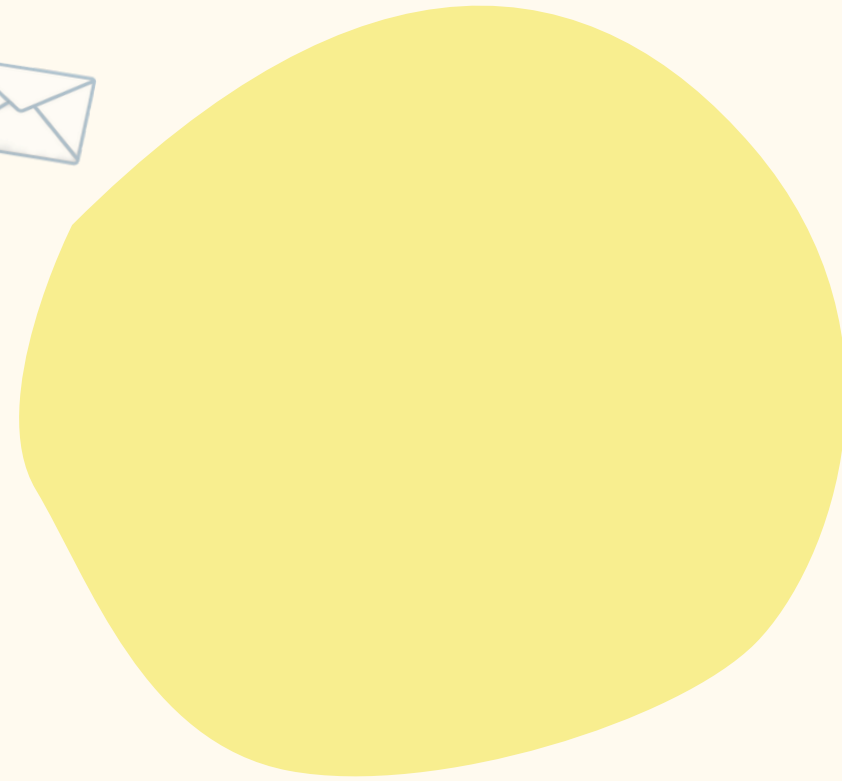
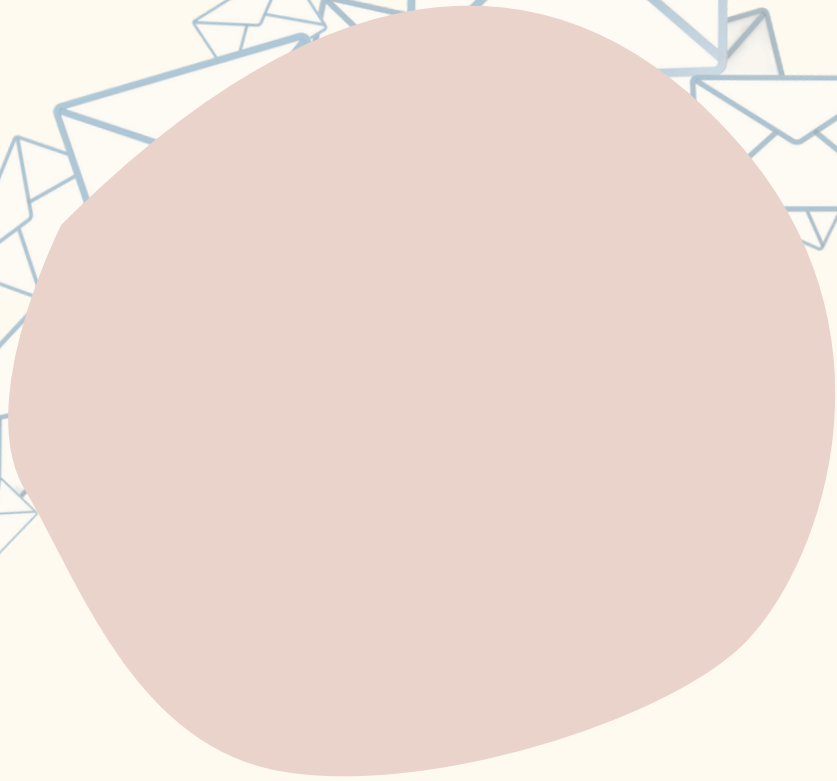
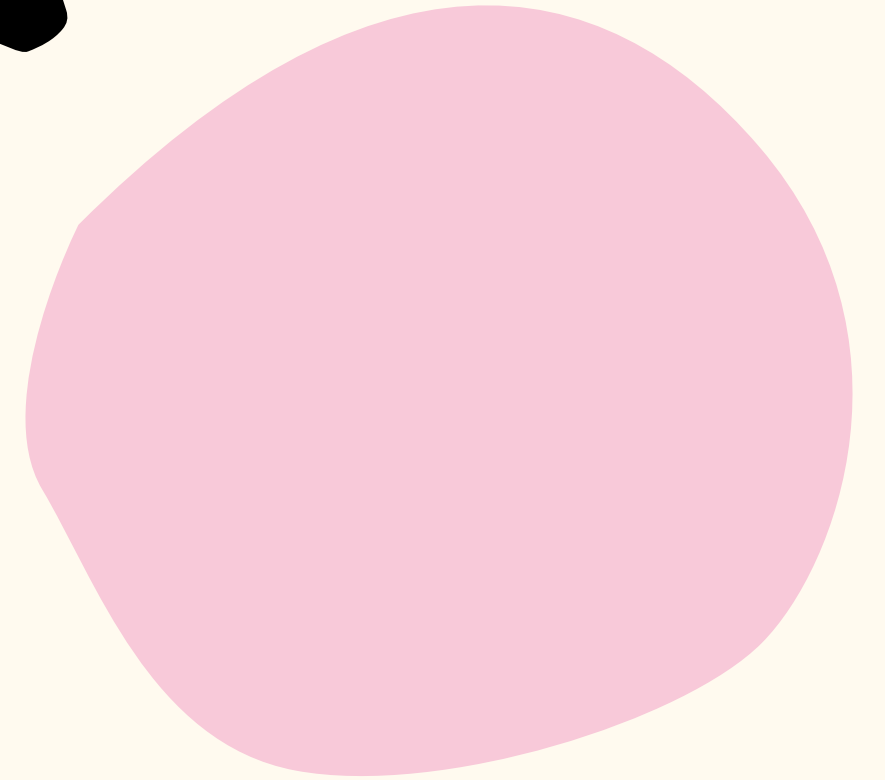
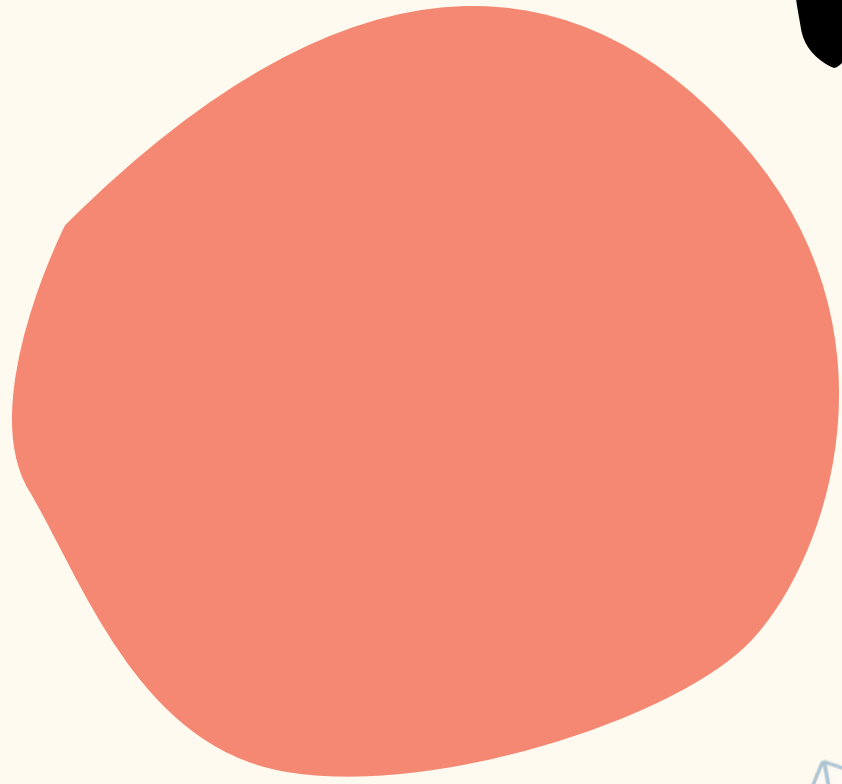


In pairs, role-play the situation given

Buying a Gaming Computer	
Customer	Shop Assistant
<ol style="list-style-type: none">1. Ask questions regarding the specifications you want.2. Get suggestions on the compatibility of each of the products / components3. Ask regarding different brands but have the same specification.4. How long does it take to assemble.5. Negotiate the price.	<ol style="list-style-type: none">1. Describe each of the products / components and its compatibility2. Give your suggestions based on the customer's budget.3. Answer every question appropriately.4. Attract customers by giving reasonable gifts, free software, or discounts.



**Important things
to remember when
replying to
an enquiry email**



Create a letter of enquiry regarding a price quotation of subscription of Grammarly for everyone in your company. Include the following details in your letter.

- Sender's address
- Recipient's name and address
- Date
- Salutations
- Where you learned about the company's product or service that you are requesting
- General information about your company
- Request for price quotation and immediate action
- Formal ending
- Signature
- Full name and position



BONUS TIPS

- Be polite and professional. Since you are not entitled to a response, you need to use a respectful tone to request the required information.
- Patience is necessary to get a useful response. Avoid issuing ultimatums to get a response. The other party needs time to respond.
- Research before enquiring. If you seek to maximize the chances of getting a response, research to find the right person to address your enquiry. You also need to have background knowledge of what you are asking.
- After receiving the response, never forget to thank the individual.
- Edit and proofread before sending to the recipients. Poor grammar and spelling mistakes will hardly be answered.

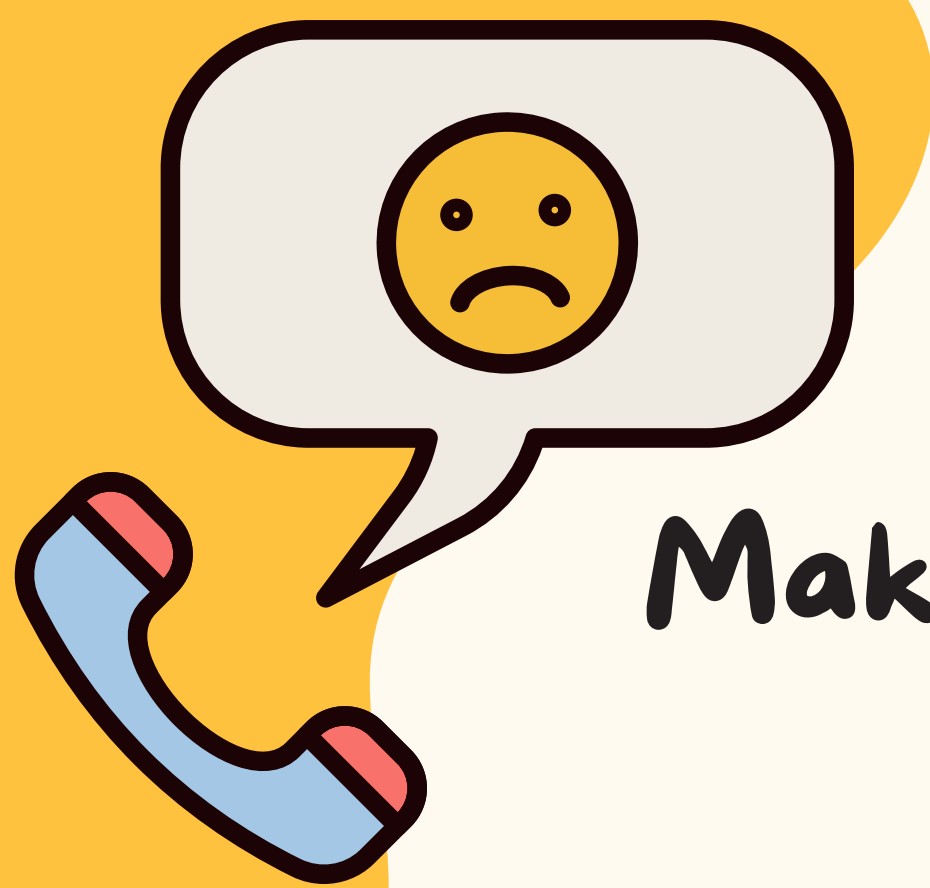


PART 4: MAKING AND HANDLING COMPLAINTS

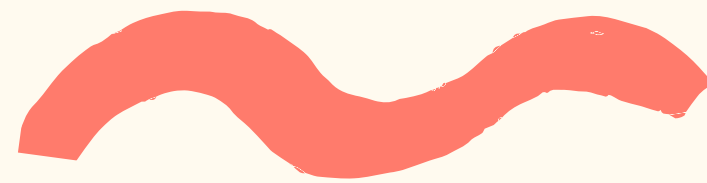


Writer: Uzairah binti Mohd Ali





PART 4: Making and Handling Complaints



Part Four delves into the communication skills required to handle complaints professionally and constructively. It provides students with the vocabulary and phrases needed to acknowledge, empathize, and resolve customer concerns.



BASED ON THE PICTURE, ANSWER THE FOLLOWING QUESTIONS

1. Have you bought anything that has a defect?
2. Have you ever made any complaint?
3. What do you think is the most effective way to make a complaint?

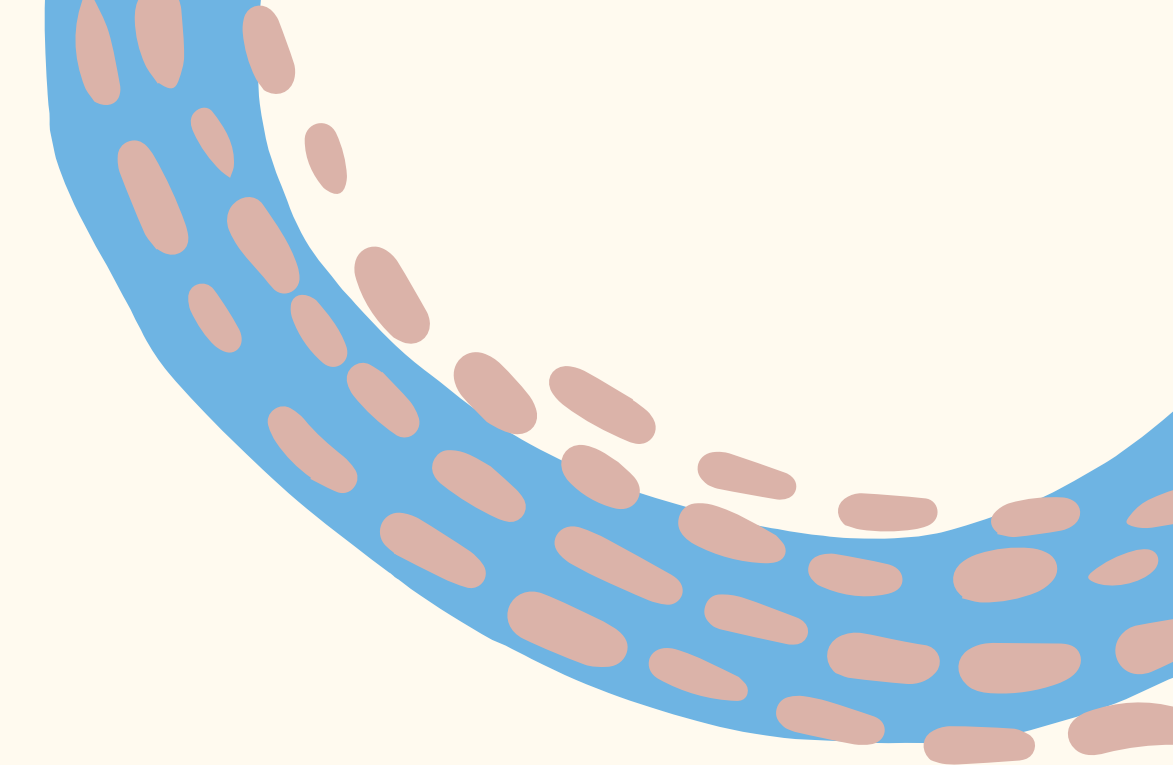


Quick facts on complaints

1. What are complaints?

According to Cambridge Dictionary, complaints are **statements** that something is **wrong** or not **satisfactory**.

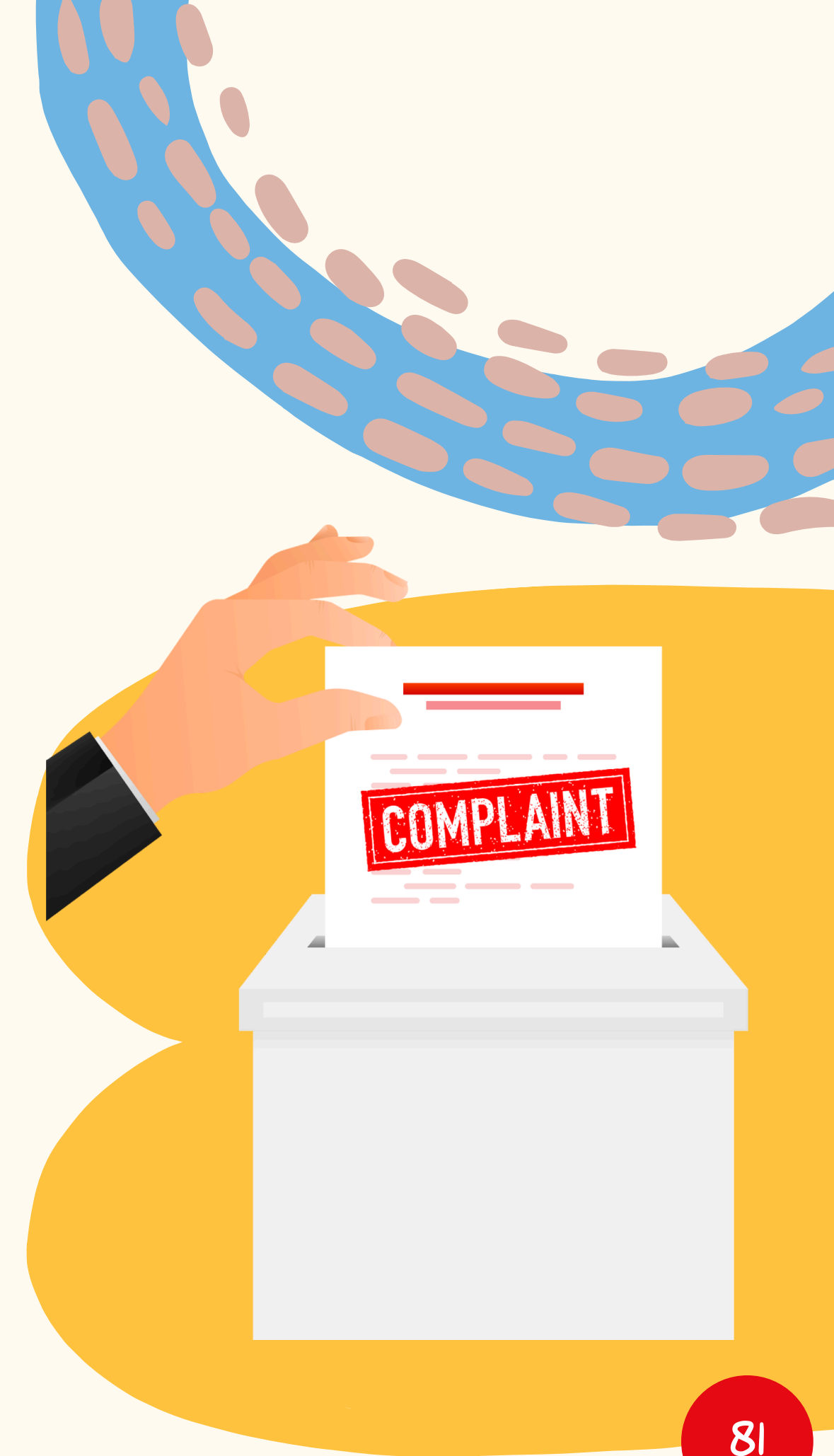
In other words, complaints are words that show "**displeasure or annoyance**" in reaction to a situation that the speaker deems **undesirable**.



Quick facts on complaints

2. What are the common types of complaints?

- **Service related complaint** - problems with service delivery or quality.
- **Product related complaint** - issues with a product's function or quality.
- **Behaviour related complaint** - concerns regarding people's behaviour or conduct.



Quick facts on complaints

3. How to make a complaint effectively?

- **Take immediate action** - this allows the company to try to resolve the issue.
- **Keep all evidence of the transaction**- this could include receipts, dates and times or the salesperson.
- **Provide any supporting evidence of the complaint** - such as photographs or video footage of any damaged products



Quick facts on complaints

There are FOUR (4) main ways to make a complaint.

- in person
- by a telephone call
- by a letter
- online or an email



Steps in making complaints

1. **Start with a Clear, Polite Introduction:** Initiate the conversation by greeting the person, introducing yourself and stating your purpose
2. **State the Issue Clearly:** Be specific in explaining what happened and avoid vague statements.
3. **Explain the Impact:** To convey the urgency of the issue, describe its effect on you, your work or daily life.
4. **Request a Specific Resolution:** State the action you would like to see as a resolution, be it replacement, refund or service repair.
5. **Express Appreciation and Provide Contact Information:** Thank the recipient for their attention and mention that you are expecting their action.

Remember to always be calm and use professional tone in making complaints!

Instruction: Match the steps in making complaints with correct examples.

Polite Introduction

Stating the Issue

Explaining the Impact

Requesting a Specific Resolution

Express Appreciation and Provide Contact Information

"I purchased this tablet last Monday, but I've encountered repeated connectivity issues."

"Thank you for your attention to this matter. I look forward to your response. Please contact me once the issue is resolved."

"Good morning, my name is Uzai. I'm reaching out regarding an issue I encountered with the tablet I bought."

"Due to this issue, I have been unable to contact my family and friends."

"I would appreciate it if you could either replace the item or issue a refund."

Exercise: Match the PC issues with the correct icons.

I need the bug to be fixed.	My laptop keeps showing error messages.					My PC shows cable not connected error message.	My laptop is dead.
My laptop is smoking.	My laptop alters settings on its own.					I have accidentally spilled water on my laptop.	There's burn in on my laptop screen.
My laptop makes loud noise.	My PC is infected with virus.					My laptop won't connect to Wifi.	My laptop battery drains too fast.
Every time I play game, my laptop overheats.	The glass of laptop screen has shattered.					My computer is sluggish.	

Let's try the online version of the exercise!

PC Problems/ Issues

Enter your name:

Remember me?

Start

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Quick facts on complaints

Is handling customers' complaints important?

All businesses need client feedback since it helps them identify areas where their products or services are lacking, in addition to providing them with insightful information about their customers.

It cannot be overstated that managing complaints gives your company a great chance to recognise areas that need improvement. Any successful company must enable these forms of criticism to be handled with helpful feedback and improvements.





Quick facts on complaints

How to handle complaints effectively & efficiently?

You are required to possess essential skills, including:



communication skills

knowledge of the company and its products

empathy

humility

listening skills

compassion

creativity

decisiveness

Quick facts on complaints

How to handle complaints effectively & efficiently?

You might create a procedure for handling complaints like:

Listen to the complaint

Record details of the complaint

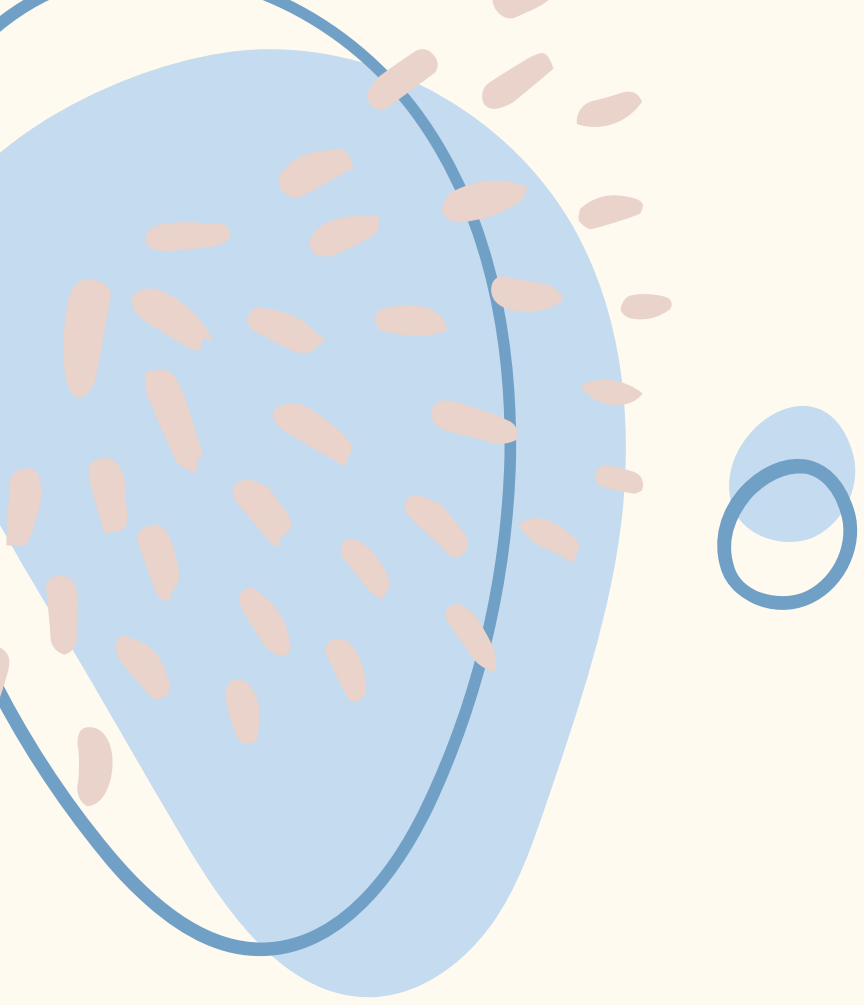
Get all the facts

Discuss options for fixing the problem

Act quickly

Keep your promises

Follow up



How to handle complaints effectively & efficiently?

Every company has a distinct brand and tone of voice.
There are two response templates for every kind of customer complaint: **formal and informal**.

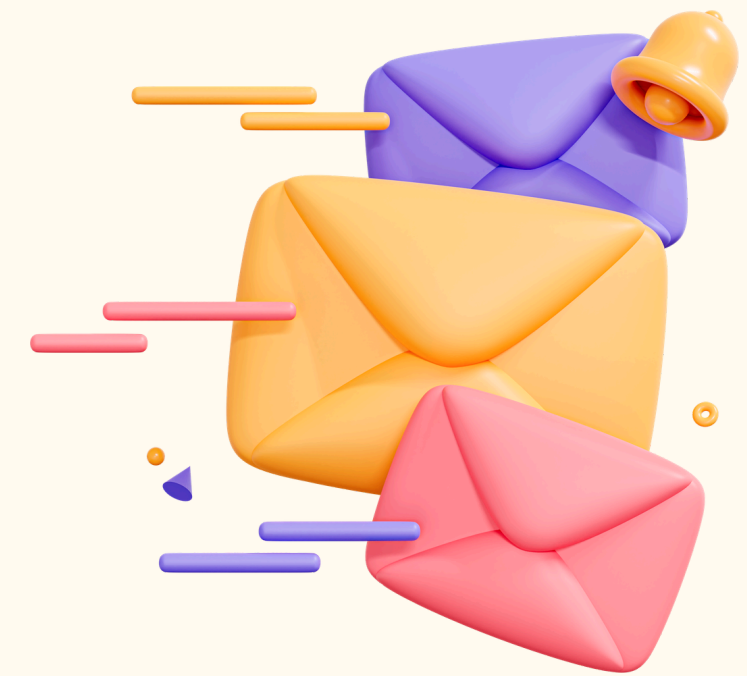
Let's get started!



Examples

How to handle complaints effectively & efficiently?

Sample email reply to a customer complaint about waiting too long



Dear Mr. Aliff,
I am sorry to keep you waiting. I spoke with our IT department and it looks like restoring the internet connection will take 20 minutes.

I kindly ask you for patience and at the same time want to assure you that I will follow up by 10.30, as soon as I receive more details about the case.
Feel free to reach out with any questions.

Kind regards,
Sofia

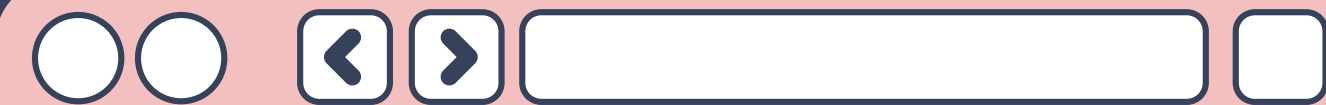
Hey Aliff,
So sorry to keep you waiting! We always try to get stuff done as soon as possible, but sometimes things slip and that's when the delays happen. This is exactly what happened with your case!
I found out that this should be solved by 10.15. Please bear with me till then, and I will update you as soon as I have more info.
Thanks for your patience!

Best,
Sofia

Examples

How to handle complaints effectively & efficiently?

Responding to customer complaints about the unavailable product



Dear Murni,

Thank you for reaching out and your interest in our customize mousepad!

We are currently restocking our supplies and the mousepad should become available by next week.

We are aware that waiting may be quite uncomfortable. For this reason, I'm manually adding you to a list that will send you a notification as soon as our customize mousepad is available.

Talk to you soon!

Kind regards,
Haqem



Hey Murni,

First of all, thank you for your interest in our customize mousepad! It's great to know that you are our loyal customer.

Sorry to say, but the mousepad is currently unavailable. But as soon as I know when we have the delivery of the next batch, I will send you a follow-up.

This should happen no later than next week.

I will keep you informed!

Best,
Haqem

Answer the Questions

1. Why do people make a complaint?
2. When are complaints made?
3. What are the ways to make a complaint?
4. Where can you lodge a complaint related to products or services?
5. What is the easiest way to make a complaint? Why?



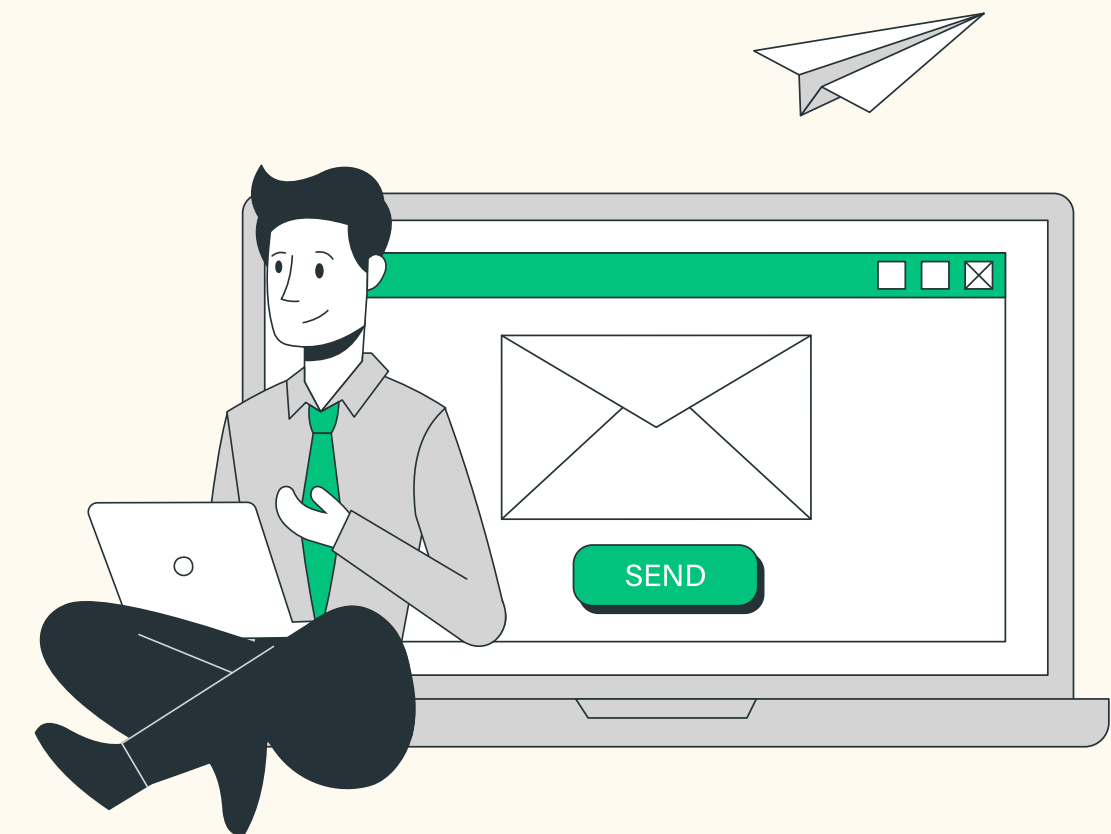
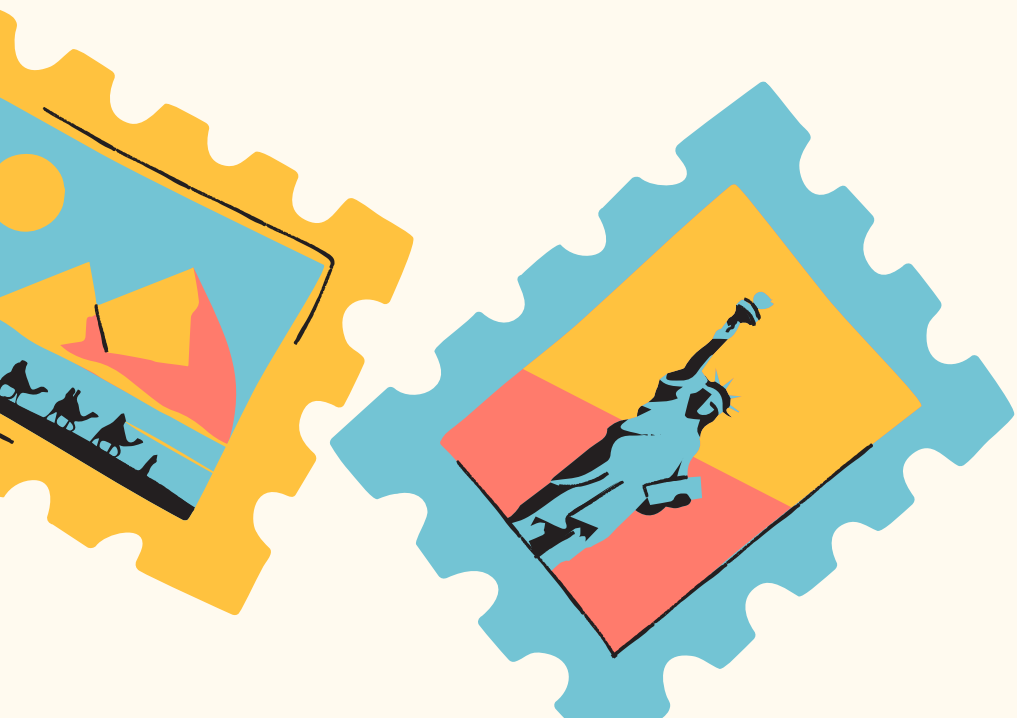


Watch this video.
Then, list out the
complaints that the
person has made.



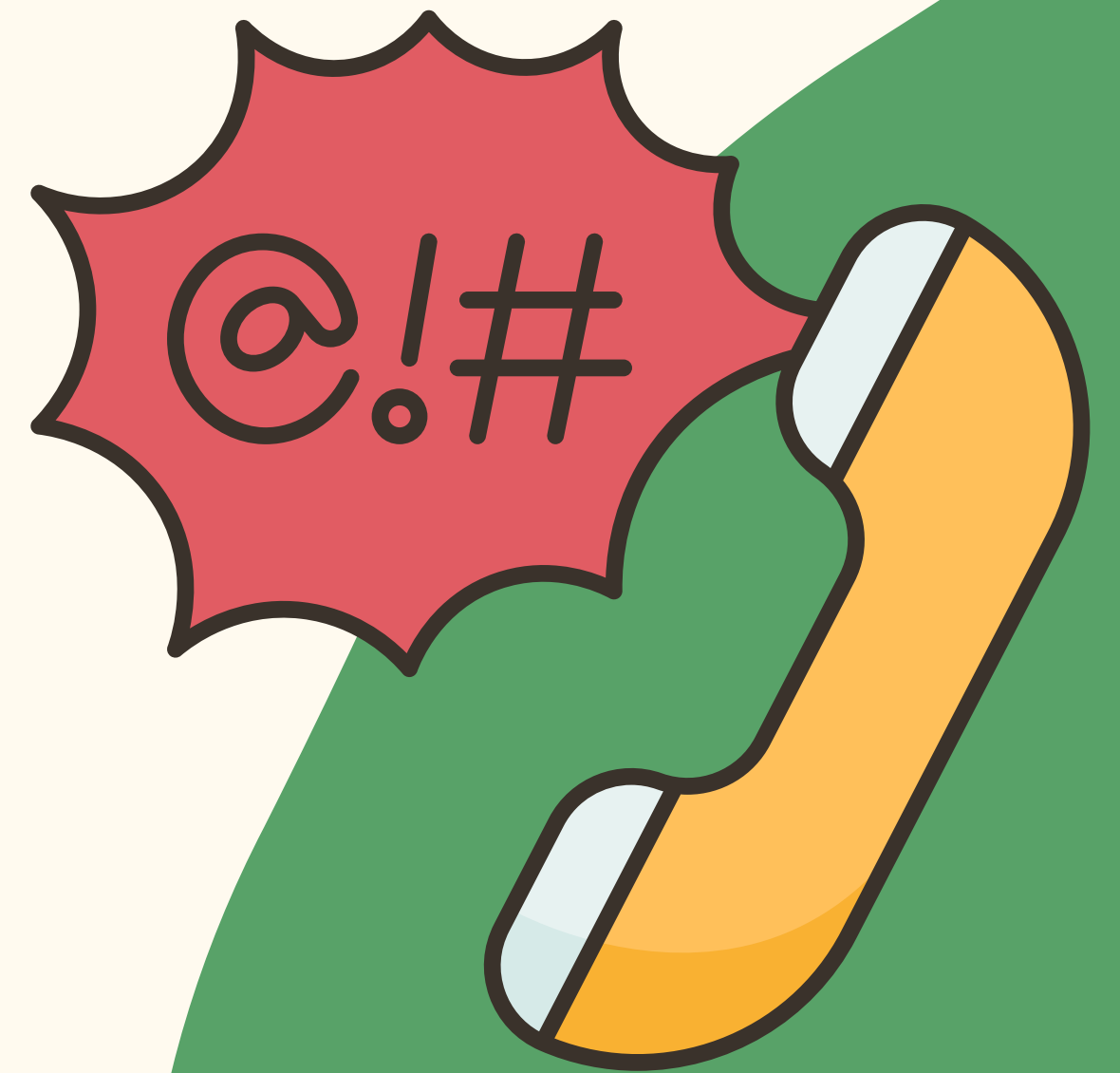
One day, you are experiencing a very slow internet connection. Write an e-mail of complaint to the respective company about the issue you are facing. Include the following details:

- Your personal details
- Internet account number
- Details of the complaint



The telephone is one of the most convenient ways to communicate. Knowing how to make a complaint via a phone call and what kind of information to give is very important. Imagine you bought something online, but the product received was incomplete. Create a dialogue between you and the call operator by including the following details:

- Your personal details
- Invoice number
- Brief description of the problem



Customer: Good afternoon. I'd like to make a complaint regarding my recent online purchase.

Call Operator: Good afternoon. I'm sorry to hear that. Could you please provide your personal details first?

Customer: Sure. My name is Sarah Lim, and my phone number is 012-3456789. My email address is sarahlim@gmail.com.

Call Operator: Thank you, Ms. Sarah. Could you also provide your invoice number?

Customer: Yes, my invoice number is INV458732.

Call Operator: Alright. Now, could you briefly describe the problem?

Customer: I ordered a wireless keyboard and mouse set from your website last week. However, when I received the package yesterday, the mouse was missing. Only the keyboard was inside the box.

Call Operator: That must be frustrating. Did you check the package carefully to make sure the item was not misplaced?

Customer: Yes, I did. I checked the box several times, but the mouse was definitely not included.

Call Operator: I'm very sorry for the inconvenience. We will investigate this issue and arrange for the missing item to be sent to you as soon as possible.

Customer: Thank you. How long will it take?

Call Operator: It should take about three to five working days. We will also send you an email confirmation today.

Customer: Alright, that sounds good. Thank you for your help.

Call Operator: You're welcome, and we apologize again for the inconvenience. Have a nice day.

IDENTIFY WHETHER THE STATEMENT BELOW IS TRUE OR FALSE WHEN MAKING A LETTER OF COMPLAINT.

1. Used to highlight the seriousness of the issue	TRUE	FALSE
2. Has to be very long by including every little details	TRUE	FALSE
3. Documents such as receipt or invoice number has to be attached	TRUE	FALSE
4. Needs to be written emotionally	TRUE	FALSE
5. A copy of the letter should be kept	TRUE	FALSE
6. Has to be written in a polite manner	TRUE	FALSE

A. Listening and Responding to Verbal Complaints

✓ Key Steps

Listen carefully without interrupting.
→ Let the client fully explain the issue.

Acknowledge the problem.

→ "I understand how frustrating that must be."

Apologize sincerely.

→ "I'm really sorry about the inconvenience."

Clarify details.

→ "Could you please explain when the voltage drop occurred?"

Offer a solution or follow-up.

→ "We'll send a technician to inspect the control board today."



Customer (Mr. Lee): Good morning. I'm calling from Quantum Motors. We're having a serious problem with the new control panel your team installed last week. The voltage keeps dropping suddenly, and it's affecting our production line.



Technician (Farah): Good morning, Mr. Lee. Thank you for calling. Could you please tell me more about what's happening?

(👉 Step 1: Listen carefully without interrupting)

Farah stays quiet and allows Mr. Lee to explain in detail.

Customer (Mr. Lee): Well, everything was fine for the first few days, but yesterday the voltage suddenly dropped from 230V to around 150V for a few seconds. It caused two of our assembly machines to stop working. It happened again this morning.

Technician (Farah):

I understand how frustrating that must be, especially during production hours. (👉 Step 2: Acknowledge the problem. Shows empathy and understanding.)

Customer (Mr. Lee): Yes, it's really causing delays. We need a quick solution because every hour of downtime costs us money.

Technician (Farah): I'm really sorry about the inconvenience, Mr. Lee. We truly apologize for the trouble this has caused your team.

(👉 Step 3: Apologize sincerely)
Expresses genuine regret in a professional tone.

Technician (Farah): Could you please explain when exactly the voltage drop occurred? Was it during peak machine operation or at startup? (👉 Step 4: Clarify details) Asks specific, technical questions to identify the cause.

Customer (Mr. Lee):
It usually happens when three or more machines are running at the same time. The control panel indicator shows a quick voltage drop, then returns to normal.

Technician (Farah): Thank you for the information. Based on what you've described, it could be a load balancing issue or a loose neutral wire. We'll send a technician to inspect the control board this afternoon, and we'll also bring a spare voltage regulator just in case it needs replacement.

(👉 Step 5: Offer a solution or follow-up)
Proposes an immediate and clear action plan.

Customer (Mr. Lee): That would be great. Please let me know what time your technician will arrive.

Technician (Farah): Sure. Our technician, Amir, will arrive at your site by 2:00 p.m. I'll update you once the inspection is completed. Thank you for your patience, Mr. Lee.

Customer (Mr. Lee): Thanks, Farah. I appreciate your quick response.

Technician (Farah): You're most welcome. We'll make sure the issue is resolved as soon as possible. Have a good day.

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