

BOOK: Market Leader Intermediate

Good morning! Hoy vamos a trabajar con las pp. 20 y 21 del módulo. Les dejo las copias para quien no lo tiene.

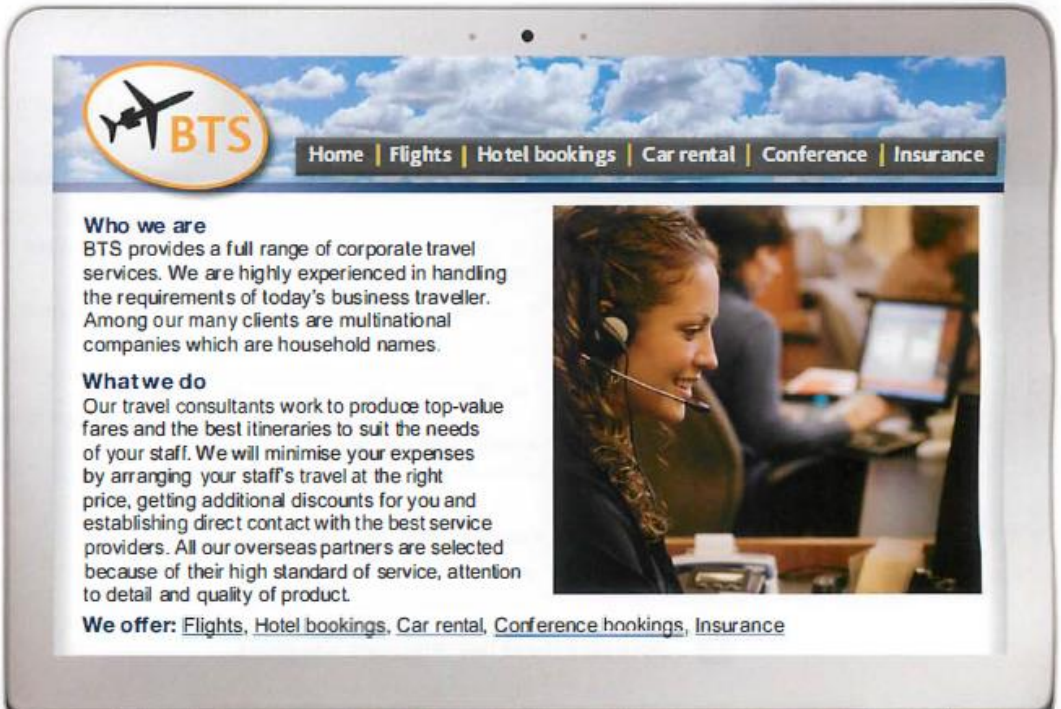
p. 20

Case study

A specialist travel agent has to work hard to retain a key client.

Background

BusinessTravel Services (BTS) is based in Philadelphia, USA. One of its most important clients is the large multinational corporation NeoTech, whose head office is also in Philadelphia. Recently, NeoTech's senior executives have had problems when they have been on business trips organised by BTS.



Who we are
BTS provides a full range of corporate travel services. We are highly experienced in handling the requirements of today's business traveller. Among our many clients are multinational companies which are household names.

What we do
Our travel consultants work to produce top-value fares and the best itineraries to suit the needs of your staff. We will minimise your expenses by arranging your staff's travel at the right price, getting additional discounts for you and establishing direct contact with the best service providers. All our overseas partners are selected because of their high standard of service, attention to detail and quality of product.

We offer: [Flights](#), [Hotel bookings](#), [Car rental](#), [Conference bookings](#), [Insurance](#)

Stage 1

The Head of Travel at NeoTech phones the Account Manager of BTS to set up a meeting, so that they can discuss the problems that executives have had while on business trips.

In pairs, role-play the telephone conversation to set up the meeting.

Student A:

You are Head of Travel at NeoTech. Turn to page 135 to read the information in your diary and check when you are available for a meeting.

Student B:

You are the Account Manager for BTS. Turn to page 140 to read the information in your diary and check when you are available for a meeting.

Stage 2

NeoTech's Head of Travel phones BTS's Account Manager to change the time of the meeting. Some equipment has been stolen from their office, and the police are investigating. The Head of Travel suggests meeting in two weeks' time on a Wednesday.

BTS's Account Manager cannot meet on the Wednesday – he/she is giving a speech at an international travel conference. He/She suggests an alternative day and time.

Role-play the telephone conversation.

Stage 3

Following a request from BTS's Account Manager, NeoTech's Head of Travel sends summaries of four problems which senior executives at NeoTech had during recent business trips (see page 21).

Exercise 1. Ustedes trabajan para la agencia de viajes descrita en la página 20 y la empresa Neo Tech es su mayor cliente. Ellos viajan regularmente con ustedes, pero desafortunadamente, han surgido algunos inconvenientes últimamente. Lean los problemas que han tenido los miembros de la empresa Neo Tech que han viajado con ustedes.

Hotel Problem

Last Thursday, I checked into the Excelsior Hotel. The receptionist told me I had been upgraded and my room was on the 16th floor. Well, I stayed there for an hour or so, then asked to move to another room. The 'upgraded' room had no safe for my money, and the lighting was very bad. Also, there was a group of noisy people next door.

The new room was no better. I couldn't take a shower because there was no water for four hours. The coffee machine didn't work, the ice machine was out of order and the desk was too small. I called the receptionist to get some action, but she seemed too busy to do anything.

This hotel simply isn't up to standard. What can you do about it for me?

Lost Luggage

Three months ago, I travelled to Atlanta, Georgia. Two pieces of luggage didn't arrive. I reported the loss to the airline. They promised to find the bags and send them to me. Some weeks later, they wrote saying they couldn't find the bags and asked me to fill out a claim form. I didn't hear from them for another month, then they asked me to send receipts for all the missing articles. I didn't have receipts for the lost items.

It's three months later, and still no news from the airline. My e-mails and letters get no response. The airline has recently merged with another company, and I wonder if this is part of the problem. Can you help?

Car Rental Problem

The rental office at the airport couldn't give me the car I had reserved. It was in the medium price range at \$250 a week. Instead, they offered me a choice:

- a smaller car, which was uncomfortable and had a small trunk;
- a bigger car for an extra \$20 a day.

I was expecting a free upgrade, but the clerk on the desk refused to do that. His attitude was 'take it or leave it'. So I hired the bigger car. When the company billed me, I ended up paying \$490 for the car.

Diverted Flight

I was on a flight to Moscow, but the flight was diverted to Helsinki because of bad weather. There was a lot of confusion at Helsinki because the airline sent all the passengers to the same hotel for the night. Some passengers became very aggressive when they tried to get a room. I had to share a room with another passenger. The hotel made all passengers pay for their rooms. The next morning, we had to wait six hours in a cold terminal for the flight to Moscow.

The airline would n't pay for our hotel expenses. They said the circumstances were 'beyond their control'. I think we should be compensated for all the inconvenience.

Work in groups of four. One of you is BTS's Account

Exercise 2. Leer y resolver "Task" en p. 21. Pueden trabajar en grupos. Especificar miembros de cada equipo.

Task

Work in groups of four. One of you is BTS's Account Manager, the other three are travel consultants who work with the Account Manager.

- 1 Each member of the group (Account Manager/travel consultants) reads one of the problems above and makes notes about it.
- 2 Each person summarises the problem for his/her colleagues, and answers any questions they may have.
- 3 After each summary, the groups discuss the following:
 - Did the executive in each case deal with the problem effectively? Why? / Why not?
 - What can BTS do to help to solve the problem?
 - What is the best solution for each executive? What, if anything, should he/she hope to get from the company concerned?