

Elements of TEEL worksheet

Activity 1

Highlight the parts of TEEL in whichever colours you choose.

Good customer service is very important for small business success. When customers feel respected and helped, they are more likely to return and buy again. A study by the Institute of Customer Service (2023) shows that businesses with happy customers often have more loyal customers and more repeat sales. This is important because keeping current customers is usually cheaper than finding new ones. Also, good experiences can lead customers to tell others about the business, which helps improve its reputation. For example, customers may leave positive reviews online or tell friends and family. So, good customer service helps businesses keep customers, build trust, and grow over time.

Activity 2

Which paragraph is the better demonstration of TEEL? Discuss with a partner and include three reasons for each choice.

Paragraph A

Inventory is important for businesses. Many companies keep stock in different ways depending on their size and products. For example, a report by Kumar (2022) explains that large companies often use digital systems to track stock levels. This is interesting because technology is becoming more common in many areas of business, such as marketing and communication. Some businesses also sell products online and use delivery services. In addition, employees may need training to use new systems correctly.

Paragraph B

Good inventory management is important for business efficiency. When businesses control their stock carefully, they can avoid running out of products or holding too much unused stock. This helps reduce costs and improve customer satisfaction. For example, a study by Chen (2023) found that businesses with clear stock systems were able to respond faster to customer demand and reduce waste. In addition, accurate inventory records make it easier for managers to plan orders and avoid unnecessary spending. As a result, effective inventory management helps businesses save money and meet customer needs more successfully.

The better demonstration of TEEL is:

☐ Paragraph A

☐ Paragraph B

Your reasons:

1.
.....
2.
.....
3.
.....