

CEFR Companion Volume implementation toolbox

Dealing with online claims

Title:	Dealing with online claims
Language:	English
CEFR Level:	B2/C1
Author:	VITbox team

Descriptor:

Mode of communication / Activity, strategy or competence: speaking, reading, writing	Scale: Goal-oriented online transactions and collaboration
Descriptor: B2 Can engage in online exchanges, linking his/her contributions to previous ones in the thread, understanding cultural implications and reacting appropriately. Can recognise misunderstandings and disagreements that arise in an online interaction and can deal with them, provided that the interlocutor(s) are willing to cooperate. C1 Can adapt his/her register according to the context of online interaction, moving from one register to the other within the same exchange if necessary.	

Introduction to task

Goals of the activity:

Interacting through emails and posts, sharing experiences on activities and linking contributions in a thread. Analysing online interactions, recognising tone, inferring meaning and identifying misunderstandings.

Introducing the activity in the classroom:

- ask participants to talk about exchanges they have had when buying a product online. Have they had to interact with customer service? Do they read customer reviews?
- Ask participants to describe what sort of misunderstandings or challenges they have faced.
- Discuss with the class if they think these misunderstanding could have been avoided?



Description of the main activity:

This activity can be carried out in blended learning courses as an online activity or in traditional courses as a classroom activity. In the second case, make sure your students have phones, tablets or computers available.

Divide students into groups and have them look at the following online review and the answer given by the company:



Product: Inflatable bed

Negative review:

1.0 out of 5 stars The bed rocks left and right, Unable to use

Reviewed in the United States on October 18, 2020

I got the bed at a great price, cheaper than Walmart, though one problem, the bed rocks left and right and the top is rounded left and right, so I rolled off this bed very easily, also the bottom is rounded, that's why it rocks. It appears that the internal struts are too long causing the bed to bulge out more than the sides, this makes the bed not have any stability when it's sitting on the ground or when you're laying on the bed, just my opinion. It appears to be a quality control issue

Answer to the review:

We are very sorry that you experienced some problems with the product. Some of our customers have found that using a stabilising base helps, as well as inflating the bed to maximum capacity to give it more stability. In the instructions, there is an explanation on how to do this. In any case, we would be happy to help if you want to return the product.

Ask the groups to go to amazon.com and choose a product; each group can choose any product they want as long as it has a sufficient number of customer reviews and as long as there are both positive and negative reviews.

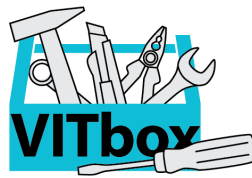
Ask each group to analyse the negative reviews and choose one that they can give a solution for.

Ask the group to prepare a document with the product chosen and the negative review. Ask them to write an answer trying to give a solution to the customer who wrote the negative review. The final document should follow the layout of the example above.

Peer feedback – class discussion

Project the documents or send them to the participants. Ask them to comment on:

- What sort of misunderstanding arose?
- What was difficult about trying to give a solution?
- How did the register used contribute to facilitating a solution?
- Was the goal achieved in all cases? If not, why wasn't it?



Assessment

Fill in the following table, or have their peers fill it in. The success in the completion of the task is determined by the number of questions answered affirmatively.

	Yes	No
Was the register and language used appropriate for the situation?		
Did the group identify misunderstandings in the online exchange selected?		
Did they attempt to solve the misunderstanding by responding appropriately to the original messages?		
Was the misunderstanding resolved?		