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VOCABULARY PRACTICE
ADVANCED | C1

Name: _____ Date: _____

1 Match each advanced term with its definition.

1 service-profit chain ____	**a** a theory linking employee satisfaction to customer loyalty and profitability
2 customer lifetime value ____	**b** the total projected revenue a business expects from a single customer relationship
3 emotional labour ____	**c** the effort of managing one's emotions to display a required demeanour at work
4 net promoter score ____	**d** a metric measuring customers' likelihood of recommending a company
5 moment of truth ____	**e** a critical interaction that shapes a customer's overall perception of a company
6 service blueprint ____	**f** a detailed map of the steps and touchpoints in a service process
7 attrition ____	**g** the gradual loss of customers or employees over time
8 procedural justice ____	**h** the perceived fairness of the process used to resolve a dispute, independent of the outcome
9 psychological contract ____	**i** the unwritten mutual expectations between an employee and employer
10 recovery paradox ____	**j** the phenomenon whereby a well-handled failure can increase satisfaction beyond baseline

2 Choose the most precise term for each context.

1 A theory linking staff satisfaction to loyalty and profit is the service-profit chain / a simple transaction.

2 Total projected revenue from one customer is customer lifetime value / a single sale.

3 Managing emotions to display a required demeanour is emotional labour / physical labour.

4 A metric of likelihood to recommend a company is net promoter score / market share.

5 A critical interaction shaping overall perception is a moment of truth / a routine transaction.

6 A detailed map of service steps is a service blueprint / an informal guess.

7 The perceived fairness of a dispute process is procedural justice / the final outcome alone.

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8 A well-handled failure increasing satisfaction beyond baseline is the recovery paradox / simple relief.

3 Match the verbs with the noun phrases to form academic collocations.

1 cultivate ____	**a** customer trust
2 mitigate ____	**b** service standards
3 institutionalise ____	**c** customer lifetime value
4 quantify ____	**d** attrition risk
5 restore ____	**e** a service culture
6 internalise ____	**f** emotional labour demands
7 benchmark ____	**g** brand loyalty
8 erode ____	**h** performance against competitors

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4 Complete the analysis with terms from the box.

attrition | customer lifetime value | emotional labour | moment of truth | net promoter score | procedural justice | psychological contract | recovery paradox | service blueprint | service-profit chain

Organisational researchers applying the 1 _____ argue that investment in employee wellbeing indirectly drives profitability, since satisfied staff deliver better service, improving retention and 2 _____. Every customer interaction represents a potential 3 _____, a critical juncture disproportionately shaping overall perception regardless of its objective significance. Frontline staff frequently perform substantial 4 _____, managing their emotional expression to maintain composure regardless of provocation, a demand rarely reflected in job descriptions. Companies increasingly map every customer touchpoint through a detailed 5 _____, identifying failure points before they affect real customers. When failures do occur, the well-documented 6 _____ suggests that visible, well-handled recovery can paradoxically increase loyalty beyond baseline levels, provided customers perceive genuine 7 _____ in how their complaint was handled, not merely a favourable outcome. Metrics such as the 8 _____ attempt to quantify overall sentiment, while unaddressed grievances contribute directly to employee and customer 9 _____ alike, undermining the unwritten 10 _____ that sustains long-term loyalty on both sides.

5 Read the text and answer the questions briefly.

The hidden cost of emotional labour

Sociologists studying service work increasingly examine the psychological toll of emotional labour, the sustained effort required to display particular emotions, such as cheerfulness, regardless of an employee's genuine internal state. Unlike physical labour, this effort is often invisible to customers and managers alike, complicating efforts to recognise or compensate it appropriately. Prolonged emotional labour has been linked to burnout, particularly when workers experience emotional dissonance, the gap between displayed and genuinely felt emotion, over extended periods without adequate support. Some researchers argue that organisations praising staff purely for surface-level friendliness, without addressing underlying working conditions, risk normalising an unsustainable demand that ultimately increases attrition rather than improving genuine service quality.

1 What do sociologists studying service work increasingly examine? _____

2 What is emotional labour? _____

3 Why is this effort often invisible to customers and managers? _____

4 What has prolonged emotional labour been linked to? _____

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5 What is emotional dissonance? _____

6 What risk do organisations praising only surface-level friendliness face? _____

6 Replace the words in bold with a precise term or collocation.

1 The staff managed their emotions to appear consistently cheerful. _____

2 The interaction became the key moment shaping the customer's whole impression. _____

3 The company mapped every step of the customer's journey. _____

4 A well-handled failure actually increased her loyalty beyond the baseline. _____

OVER TO YOU

Write a 160-190 word critical commentary on the hidden costs and benefits of emotional labour in customer service work, distinguishing observation from inference.

[ ] Use at least twelve target expressions. [ ] Include four academic collocations. [ ] Maintain a precise, balanced register.

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ANSWER KEY

1 Advanced terms

1 a 2 b 3 c 4 d 5 e 6 f 7 g 8 h 9 i 10 j

2 Precise terms

1 the service-profit chain 2 customer lifetime value 3 emotional labour 4 net promoter score 5 a moment of truth 6 a service blueprint 7 procedural justice 8 the recovery paradox

3 Academic collocations

1 e cultivate a service culture 2 d mitigate attrition risk 3 b institutionalise service standards 4 c quantify customer lifetime value
5 a restore customer trust 6 f internalise emotional labour demands 7 h benchmark performance against competitors 8 g erode brand loyalty

4 Analysis

1 service-profit chain 2 customer lifetime value 3 moment of truth 4 emotional labour
5 service blueprint 6 recovery paradox 7 procedural justice 8 net promoter score
9 attrition 10 psychological contract

5 Reading - suggested answers

1 The psychological toll of emotional labour.
2 The sustained effort required to display particular emotions, such as cheerfulness, regardless of genuine internal state.
3 Because this effort is often invisible to customers and managers alike.
4 Burnout.
5 The gap between displayed and genuinely felt emotion.
6 Normalising an unsustainable demand that ultimately increases attrition rather than improving genuine service quality.

6 Precise terms and collocations

1 performed emotional labour 2 a moment of truth 3 a service blueprint 4 the recovery paradox

Over to you

Answers will vary. Look for conceptual precision, evidence-aware reasoning and balanced evaluation.