

ADVANCED ADJECTIVE PROBLEMS

1. Complete this article about customer care. Put the adjectives in brackets in the correct position.

Customer service is 1 absolutely *vital* (vital) for small businesses. Why? Well, anyone who 2 is (keen) to compete with 3..... companies (other) needs customers who want to come back again and again.

So, how can businesses improve their service? The answer 4 is (simple): make sure the 5 people (responsible) for customer service 6 feel (valued), because they are your 7..... customer service (main) asset. How does this help? Obviously, when staff 8 are (happy) with their work, customers 9 feel (welcome). And how can you help staff enjoy their work? By using 10 feedback (positive). Managers usually only thank employees when they do 11..... something (special). Why not thank them for doing what they're supposed to do? It certainly can't hurt.

What next? Well, just more of the same. Thanking staff for doing a 12..... job (good) can mean the difference between 13 employees (motivated) and 14 employees (demotivated). Which do you want serving your customers?

1. Put the adjectives in italics in the correct order and add commas where necessary.

- a) Align Technology, a *medical / Californian* products company, produces *plastic / removable / dental* appliances manufactured for each individual patient.
- b) The BISYS Group is a *US / independent / leading* provider of information and investment outsourcing solutions to *financial / international / 20,000* institutions.
- c) Callaway Golf produces and markets *golf / innovative / high-quality* clubs, balls and other accessories.
- d) Earthcoat makes *environmentally-friendly / industrial / new coatings*, as well as *organic / traditional* paint.

REVISION

1. **Complete these conversations by putting the adjectives in brackets in the correct order.**
2. CUSTOMER: What's on the menu today?
WAITER: Well sir, we have some *lovely fresh Scottish* (*fresh/lovely/Scottish*) salmon. I can also recommend the (*spicy/tomato*) soup.
CUSTOMER: They sound good. I'll have the soup to start and then the salmon.
3. RECEPTIONIST: Good morning, how can I help you?
PAULA: Hello, it's Paula from Seymour Ltd. Can I just double-check our order, please?
RECEPTIONIST: Of course. You wanted
(*black/fifty/personalized*) pens, didn't you?
4. SALES REP: Where's your office?
NEW CLIENT: It's on Lausanne Road, in that
(*old/stone*) building - number 62.
SALES REP: Oh yes, I know it, next to the
(*luxury/sports*) car dealer.
5. PROPERTY DEVELOPER: So, if you look at this part of the diagram, you can see we've got a (*square/thousand*) meters of storage space in the basement. Above that there's a
(*huge/shopping*) area and behind the shop we have the
(*customer/underground*) car park.
COLLEAGUE: Sounds good, doesn't it?
PROPERTY DEVELOPER: Yeah, and don't forget the
(*busy/pedestrian*) area out front. Thousands of potential customers per hour!