

Consumer Complaint Menu Roleplay

ELICIT

As a class elicit a few problems you can have with these companies and any others you can think of.

Home improvement company

Mobile phone service

Mail order company

Travel service

Car dealer

Bank etc.

STEP 1

On the board write "MAIL ORDER COMPLAINT MENU" then ask around the class for sample complaints. Write them on the board. The board might look like this:

MAIL ORDER COMPLAINT MENU

shipment never came

got the wrong order

goods were broken

expensive delivery charges

bad customer service

not the same as in the ad

no instruction manual etc....etc

STEP 2

Put students in groups of 3 and have ready an A4 sheet of paper for each group. Each sheet of paper has a heading similar to the following:

MAIL ORDER COMPLAINT MENU

HOME IMPROVEMENT COMPLAINT MENU

MOBILE PHONE SERVICE COMPLAINT MENU >

etc.....etc.....

Each group of students then chooses one of the complaints topics and begins to write complaints as you modelled on the board.

STEP 3

Rotate the complaint menus every 3 or 4 minutes so each group gets to work on each menu. In this way they get a feel for the different kind of complaints.

STEP 4

Once the menus have rotated right round the class or the sheets of paper are full of complaints tell the students to stop writing and model the final part of the activity - the roleplay. Pick up one menu (Travel Service Complaint Menu) and address a pair of students saying

STUDENT A(CUSTOMER COMPLAINER): Good day, may I see the complaints menu.....

STUDENT B(TRAVEL SERVICE): Certainly here you are.....

STUDENT A(CUSTOMER COMPLAINER): Yes, well first I'd like to complain about your guide.....he was very impolite.....

STUDENT B(TRAVEL SERVICE): Well,.....I'm sorry but he is new.....

STUDENT A(CUSTOMER COMPLAINER): Secondly, I'd like to complain about the bus..it was too old.....

STUDENT B(TRAVEL SERVICE): Yes..but you chose the cheap tour...etc.

STEP 5

Finally, select one student out of each group to be the complainer. Give this student one of the complaint menus. The students then begin to roleplay. An excellent way to get students to rotate to other groups is to play the "Scissors, paper, rock" game. The loser moves to another group.