



PRESS ONE



Scan to review worksheet

Expemo code:

13Q2-65BE-7PXU



1

Warm-up

How do you feel about automated call center menus?

2

Key words

Match the underlined words to the correct definitions:

1. Mark had to stay at work. He felt frustrated that he couldn't watch the World Cup final with his friends.
 2. Apple is one of the world's leading companies.
 3. I tried calling her, but I couldn't get through.
 4. You claim to be a very good cook, but I've never seen you cook anything.
 5. His success will inspire a lot of people to become ambitious like him.
-
- a. cause other people to feel or become a certain way
 - b. connect to somebody
 - c. most important
 - d. say that something is true (but other people might not believe it)
 - e. when you are unable to do something that you want to do



3

Find the information

A British man called Nigel Clarke created a website that shows people how to save time when calling into call centers. Guess the best answers below and read the text to check how many you got right.

1. How many calls did Mr. Clarke make to call centers over 7 years?
a. 1000 b. 5000 c. 12000
2. How many leading companies are listed on his website?
a. 40 b. 130 c. 270
3. How many phone options do some of the call centers have?
a. 20 b. 40 c. 80
4. How much time does Mr. Clarke save on calls after developing his 'system'?
a. 30 seconds b. 1-2 minutes c. 5 minutes
5. How many calls does the UK's tax authority receive every year?
a. 90,000 b. 9 million c. 79 million
6. The UK insurance company Direct Line has one of the most difficult phone menus. How many options are there in their system?
a. 67 b. 77 c. 107





'Press 1 to go directly to the person you actually want to speak to'

One man's effort to save us all from the automated 'hell' of call center phone menus ...

1. It is one of the most annoying things about modern life, a process that seems like it was designed to inspire intense frustration. But now automated call center anger could be a thing of the past.
2. After making 12,000 calls to centers over a period of seven years Nigel Clarke has created a catalog of the phone menus of hundreds of multinational companies.
3. His guide at www.pleasepress1.com, lists the phone menus of 130 leading companies. Some of these phone menus have an incredible 80 options available.
4. Mr. Clarke decided to begin the guide after becoming frustrated that he had to wait for ages to get through to the right place but then realized that he ended up at the wrong place and had to redial again.
5. On the website he says: "Why don't companies make life easy for their customers and simply show me the menu options before I call so I know what numbers to press to get through much more quickly?"
6. "I realized I could often save at least one or two minutes per call. That could save me a lot of time and money because I make a lot of calls each year."
7. According to Mr. Clarke, 53, Her Majesty's Revenue & Customs, the UK's tax authority, has one of the worst call center menus. Many callers take six minutes to reach the correct department. It is claimed that HMRC takes 79 million calls a year, which translates into an incredible 4.3 million frustrating working hours just navigating menus.
8. Other problematic companies include the insurance company Direct Line, whose business customer service has a shocking 107 options over three menu levels.
9. While researching call centers Mr. Clarke discovered that two thirds of the places he contacted used advertising or introductions between options on calls.

Adapted from The Independent, by Rob Williams, Friday 17 May 2013

4

Phrases from the text

Match the verbs on the left with the nouns and phrases on the right.

- | | |
|-------------|-------------------|
| 1. make | a. a menu |
| 2. navigate | b. a number |
| 3. wait | c. a phone call |
| 4. press | d. for ages |
| 5. save | e. time and money |

Now make sentences of your own using the phrases above.



5

Grammar - Prepositions 'on', 'at', 'over'

Complete the following sentences from the text and rules below with 'on', 'at' or 'over'.

1. _____ the website he says: "Why don't companies make life easy for their customers ..."
 2. His guide _____ www.pleasepress1.com, lists the phone menus of 130 leading companies.
 3. Other problematic companies include the insurance company Direct Line, whose business customer service has a shocking 107 options _____ three menu levels.
 4. After making 12,000 calls to centers _____ a period of seven years Nigel Clarke has created a catalog of the phone menus of hundreds of multinational companies.
 5. Mr. Clarke discovered that two thirds of the places he contacted used advertising or introductions between options _____ calls.
-
- a. We usually say _____ a website, phone call.
 - b. We use _____ with specific locations, for when stating the URL of a website.
 - c. We use _____ when talking about covering all the parts of something (an area or period of time).

6

Grammar practice

Complete the sentences below with 'on', 'at' or 'over'.

1. I've been living in Brazil _____ the last 5 years.
2. They clearly state their prices _____ their website.
3. The information you need is _____ the bottom of the page.
4. The company made me wait _____ the phone for more than 10 minutes!
5. Please visit our website _____ www.example.com.
6. You will find the same economic problems all _____ the country.
7. You can often find what you are looking for _____ Google.com
8. There's a large house _____ the end of my street.

7

Talking point

Discuss any of the questions below:

1. Do you think a website like Nigel's would be helpful in your country?
2. What other aspects of modern life do you find annoying?