2

What needs to be improved on the product?

Case briefing

GTech's smart sweeping robot has been on the market for nearly one year. Recently, the Customer Service Department has received lots of customer feedback on its performance and appearance.

In this case, John asks Amy to analyze the feedback and make a presentation on the analysis. Amy should then give suggestions on how to improve the robot based on the analysis of the feedback. Suppose you are Amy. You probably should:

- present customer feedback
- propose improvements to the sweeping robot

Here is a video clip showing the scene of the case. In the video, John is explaining the case to Amy and also telling her the requirements.

Video clip

1 Watch the video clip and complete Amy's notes.

Background:
　　The 1) ＿＿＿＿＿＿ has been launched for nearly one year, and there is lots of customer feedback on its 2) ＿＿＿＿＿＿ and 3) ＿＿＿＿＿＿.

Task 1: 4) ＿＿＿＿＿＿
　　Requirement: Analyze the feedback, and explain the reasons for the customers' 5) ＿＿＿＿＿＿ and dissatisfaction.

Task 2: 6) ＿＿＿＿＿＿
　　Requirement: In the proposal, make some suggestions on how to improve the sweeping robot.

2 Work in pairs and discuss how to complete the two tasks based on the information you've got in Activity 1.

3

Present customer feedback

Starting up

Making a presentation is an essential skill for businessmen. In this case, the first thing Amy should do is to collect and analyze customer feedback and present precise and clear results according to John's requirements. Suppose you are Amy. How would you get information about customer feedback and then make a presentation?

After learning this unit, you will be able to:

- listen and read for information about customer feedback
- analyze customer feedback
- get familiar with the structure of a presentation
- deliver a precise and clear presentation

Taking in

Viewing

To present customer feedback on the sweeping robot, Amy has collected some feedback by interviewing some customers. The following video clip is an interview in which three customers are sharing their opinions. Watch the interview and get the advantages and disadvantages of the sweeping robot.

Video clip

1 **Work in pairs and discuss the following question.**

When you listen to customer feedback, what kind of information would you like to get?

2 **Watch the interview and complete the customers' opinions on the sweeping robot.**

	Advantages	**Disadvantages**
Customer A	The new 1) _____ looks very attractive.	It is a little big, heavy, and 2) _____ a lot of space.
Customer B	The 3) _____ has become more varied. The Hello Kitty one is very popular in his family.	Most parts of the robot are made of 4) _____, which makes the robot look relatively 5) _____ and break easily.
Customer C	It has different types of 6) _____.	There are too many 7) _____, which makes people 8) _____ when using it.

3 **Work in pairs and make a short summary of the customers' opinions according to the information you've got in Activity 2.**

Reading

Before presenting customer feedback on the sweeping robot, Amy needs to collect as much customer feedback as possible. The following passage contains some customer feedback on the sweeping robot's performance. What are the advantages and disadvantages of the robot? Read the feedback and get useful information for the analysis and presentation.

1 **Work in pairs and discuss the following question.**

What do you think are the advantages and disadvantages of having a sweeping robot?

2 **Read the customer feedback on the sweeping robot from the online survey.**

Dear customers,

Our smart sweeping robot has been on the market for nearly one year. To improve it, we would welcome your feedback on it. Please leave your feedback here. Thank you for your participation.

GTech

Comments **3** ♡

Christina Cooper

This sweeping robot assists me a lot when I am too busy to clean the house. Just one push of the button makes the cleaning process easy. The robot has three modes: auto, where you can program it to move around a space until it runs out of battery; turbo, the most powerful mode, where it can pick up the most dirt and dust; and spot, where it can focus on a particular area. It picks up a lot of dust, dirt and dog hair from the floors. Having it, you can keep your floors clean with minimal effort.

However, the annoying part is that its obstacle avoidance ability is not good enough. When cleaning the floors and carpet, it often goes in circles and bumps quite hard against anything that it runs into. So, I always have to keep my eyes and ears open for it. It often gets stuck and needs to be rescued, and yes, it sometimes wanders into rooms that you don't expect it to clean.

Jacob Darcy

Generally, I love this sweeping robot. The most impressive part is that it barely makes noise — you can watch TV or chat while it is working. Also, it works methodically around your home to make sure that every corner is cleaned.

My complaint is about its battery. The first problem of the battery is that it takes a long time to get fully charged but only lasts for a short period of about 80 minutes. The long wait for its being charged up is painful. The second annoyance is that I have to get it charged and put it back in place by myself, which I think is a little bit fiddly.

Amanda Cheers

The sweeping robot has strong suction power, although it is still not as good as a standard vacuum cleaner. I have pets at home, and its strong suction power can suck in their hair.

However, it often quickly fills up with dirt and hair. I have two dogs, so I try to vacuum the entire house every day. However, the canister seems to fill up after only a few minutes. If I don't stop and empty it in time, it will stop working. What's worse, the robot is not easy to clean. After each cycle you need to empty the dust tray, clean out the filter, and clean the vacuum entry all across the bottom of the cleaner. It is very time-consuming.

3 Complete the customer feedback on the sweeping robot by filling in the blanks.

	Likes	Dislikes
Christina Cooper	• The sweeping robot helps me a lot when I am busy. • It has 1) _____: auto, turbo and spot. Having it, you can keep your floors clean with 2) _____.	• It has unsatisfactory 3) _____. It often 4) _____ and 5) _____ quite hard against anything that it runs into. • What's more, it often gets stuck and sometimes enters a room you don't expect it to clean.
Jacob Darcy	• It does not 6) _____ when working. • It works 7) _____ around the house.	• The complaint is about the 8) _____. First, it takes a long time to get fully charged but only lasts a short period of about 80 minutes. • Second, charging the battery is fiddly.
Amanda Cheers	It has strong 9) _____, and can suck in pet hair.	The canister seems to 10) _____ quickly. Moreover, it is difficult to clean.

Preparing for the structure

After collecting customers' opinions about the sweeping robot, Amy may begin to prepare for the presentation. What should be mentioned? The following sample is a presentation about customer feedback on the sweeping robot. Do the following activities to get familiar with the basic structure of a presentation.

Structure of a presentation analyzing customer feedback

1 **Work in pairs and discuss the following question.**

What would you mention in the presentation if you were Amy?

2 **The following is a sample presentation about customer feedback on the sweeping robot. Work in pairs and label each part with its purpose in the box.**

A	State the main points of its appearance: pros and cons
B	Draw a conclusion
C	State the main points of its performance: pros and cons
D	Introduce yourself and state your purpose

1) ___ Good morning. Thank you all for being here today. My name is Amy, and I'm in charge of the technical development of the smart sweeping robot. I'm here to give a presentation on customer feedback on the robot.

2) ___ Firstly, let's look at the robot's appearance. The result shows that there are two advantages that make customers feel satisfied with the robot's appearance. The first is its new colors; the second is its varied shapes.

However, it has some flaws. Firstly, it is big and heavy and takes up too much space. Secondly, its plastic material makes it look cheap and break easily. Thirdly, it has too many buttons, which may get customers confused when they use it.

3) ___ Now, let's move on to the performance of the sweeping robot. Our customers believe that it has four major strengths. Firstly, it has three modes and can meet different cleaning needs. Secondly, it is quiet when working. Thirdly, it works methodically and can clean every corner of a house. Fourthly, it has strong suction power.

There are also weaknesses in its performance according to customer feedback. Firstly, it's not good at avoiding obstacles. Secondly, the battery has a long charging time, short working time and the charging method is inconvenient. Lastly, the canister quickly fills up with dirt and hair, and it is not easy to clean.

4) ___ To sum up, the robot has strengths and weaknesses in its appearance and performance. Thank you for your attention. If you have any questions, please feel free to ask.

Sharpening the skills

Amy has got the basic knowledge about how to give a presentation. However, when giving the presentation, she may still have some difficulties such as how to summarize information orally and how to indicate sequence and addition. Do the following activities to learn the skills.

Summarizing information

1 **The following are two summaries of one paragraph. Work in pairs and discuss which one is better. Explain your reasons.**

> **Original paragraph**
>
> The movement toward online education is developing fast. Massive Open Online Courses, called MOOCs, are changing how people learn in many places. For years, people could receive study materials from colleges or universities and take part in online classes. But such classes were not designed for thousands of students at one time, as MOOCs are.

Summary 1

Computer-assisted education is developing fast. MOOCs are influencing how people study. People could receive materials from universities and take part in online classes for a long time, whereas MOOCs are the only ones that thousands can take part in at one time.

Summary 2

A fast-growing MOOCs movement allows thousands to take online classes at one time, changing how people learn.

2 **Work in pairs and summarize the following paragraph. Then share your summary in the class.**

Students frequently overuse direct quotations when taking notes, and as a result they overuse quotations in their final research paper. Probably only about 10% of students' manuscript should appear as directly quoted matter. Therefore, students should try to limit the amount of direct quotations while taking notes.

3 Summarize the advantages and disadvantages of the sweeping robot's appearance and performance based on the information you've got in "Taking in".
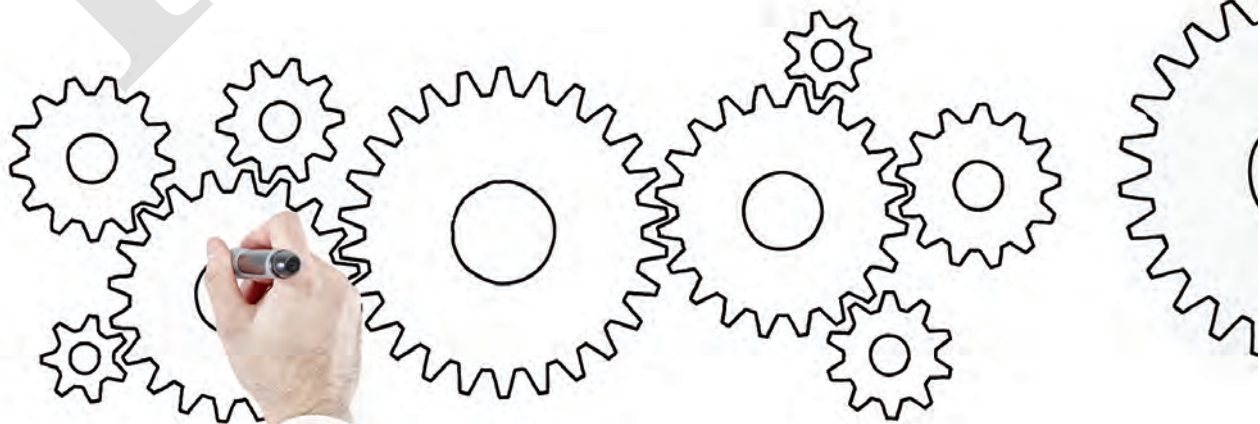

SKILLS

Summarizing information is a basic skill in the daily work. It can help the reader quickly and easily grasp the gist of the information. The following are some dos and don'ts for summarizing information:

Dos
- Use your own words.
- Only note the most important points and use key words and phrases to condense information.
- Read the original text repeatedly, making sure that you don't miss any critical point.
- Ensure that a summary is much shorter than the original source.

Don'ts
- Include less important details, examples or supporting information.
- Include your own opinions or thoughts.

Using transitional words and expressions to indicate sequence and addition

Work in pairs. Read the sample presentation in "Preparing for the structure" again. Find the words and expressions indicating sequence and addition and put them into the corresponding columns below.

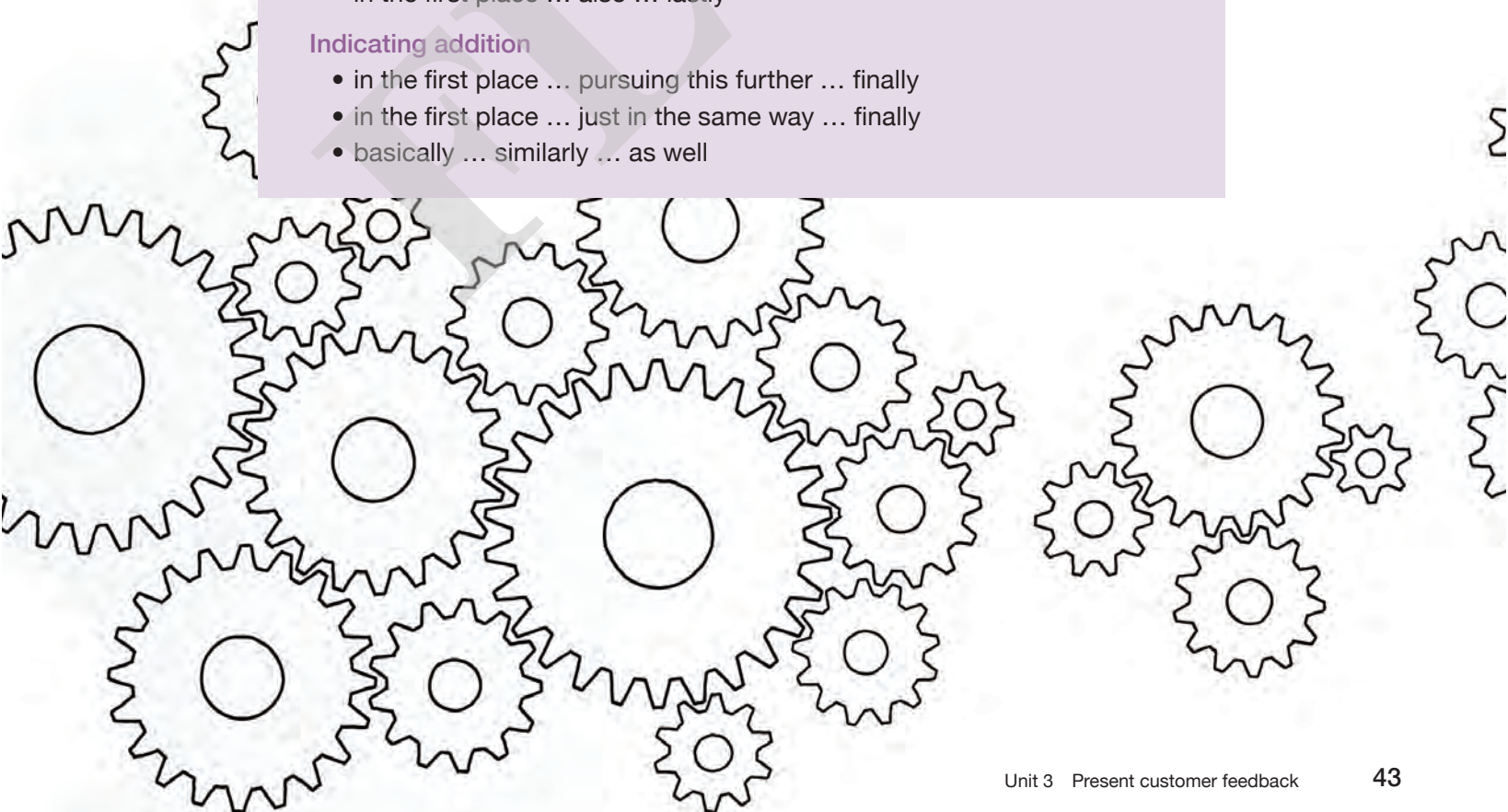| Sequence	Addition

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SKILLS

When you make a presentation, transitional words and expressions can help you move from one idea to another. They can also make your presentation clear and cohesive. The following are some transitional words and expressions you can use:

Indicating sequence
- first(ly) … second(ly) … third(ly) …
- generally … furthermore … finally
- in the first place … also … lastly

Indicating addition
- in the first place … pursuing this further … finally
- in the first place … just in the same way … finally
- basically … similarly … as well

Developing the strategies

When giving a presentation, it is important to deliver your ideas in a precise and clear way. Do the following activities to find out the strategy.

Delivering ideas in a precise and clear way

1 **Work in pairs and discuss the following question.**

What is the value of being precise and clear in a presentation?

2 **Work in pairs. Read the following pairs of sentences and discuss which is more precise and clear. Explain your reasons.**

1 **A** Some people prefer to use eye contact to establish strong emotional connections.

 B Seventy percent of the people interviewed use eye contact to form emotional connections.

2 **A** A ubiquitous technique among presenters is using a precarious method to indemnify their audience's attention.

 B A common technique among presenters is using a risky method to keep their audience's attention.

3 **A** We are at the threshold of a crisis situation which threatens to destabilize the status quo and usher in the dawn of a new era of change.

 B We have a crisis at hand. This threatens to destabilize the status quo and usher in a new era.

STRATEGIES

Giving a presentation in a precise and clear way can help your audience understand you better, thus making the communication more effective. How could you be precise and clear when giving a presentation? The following are some principles:

1 Use precise words
There are many ways to express an idea, but you should cut down your presentation and give life to your words by using precise language. Choose words that most accurately depict what you want to say.

2 Use familiar and easy-to-understand words
When making a presentation, you need to be understood easily and instantly. It's not the time to show off your vocabulary. Your audience won't have time to look up their dictionary, so keep your words simple and straight to the point.

3 Use short and simply constructed sentences
Even the most attentive listeners cannot completely grasp the meaning of long and complicated sentences. Express complex ideas with short and simple sentences.

Carrying out

Biz practice

In "Taking in", Amy has learned how to listen and read for information about customer feedback. In "Building up", she has learned the basic structure of a presentation, how to summarize information orally and how to deliver ideas in a concise and clear way.

Suppose you are Amy. You are going to present customer feedback to John. The following steps may help you with the project.

Step 1 **Collect customer feedback**

In order to present customer feedback on the robot's appearance and performance, you may need to collect customers' detailed comments on the product in "Taking in". Complete the following columns by filling in the blanks.

	Advantages	Disadvantages
Appearance		
Performance		

Step 2 **Organize your presentation**

After collecting and analyzing customer feedback, you should spend some time organizing your presentation. You may refer to "Preparing for the structure" for reference.

....

Step 3 **Draft your presentation**

After organizing your thoughts, you can begin to draft your presentation. Make sure you write in a way that you can say them easily as it is an oral task. Try to apply the skills you've learned in "Sharpening the skills".

....

Step 4 **Rehearse your presentation**

After finishing drafting your presentation, you need to rehearse it. Use concise and clear expressions. You may refer to "Developing the strategies" for reference.

....

Step 5 **Revise and reflect**

Now, you've finished rehearsing your presentation on customer feedback. Before making the presentation to John, you may improve and reflect on it based on the following questions.

1 Have all customers' typical opinions been included in your presentation?

2 Have you structured your presentation in a clear and logical way?

3 Have you used concise and clear expressions?

4 Have you used correct transitional words and expressions?

Looking beyond

To better prepare for the presentation, Amy has searched for some information about the use of AI in people's daily life. Read the following passage to find out more about the use of AI in our everyday world.

1 **Work in pairs and discuss the following question.**

Do you think AI will enter every industry and become a necessity for our daily life in the future? Why or why not?

2 **Read the passage about the use of AI in our everyday world.**

AI FINALLY STEPPED INTO OUR EVERYDAY WORLD

1   Andrew Ng is the chief scientist at Chinese tech giant Baidu, and there is a latest prototype in his company, called DuLight. The device contains a tiny camera that captures whatever in front of you — a person's face, a street sign, a package of food — and sends the images to an app on your smartphone. The app analyzes the images, determines what they depict, and generates an audio description to your earpiece. If you can't see, you can at least get an idea of what's in front of you.

2   Ng's prototype relies on a technology called deep learning. Inside the massive computer data centers that underpin Baidu's online services, the company runs massive networks — networks of hardware and software that are similar to the human brain. By analyzing enormous collections of digital images, these networks can learn to identify objects, written words and even human faces. Feed enough cat photos into a neural net, and it can learn to identify a cat. Feed it enough photos of a cloud, and it can learn to identify a cloud. This same technology already is handling a wide range of other tasks within Baidu and US tech giants like Google, Facebook and Microsoft.

3   All of this seems like science fiction. But 2015 is the year when AI technology took off in a big way in the real world. DuLight and the Google chatbot may be experiments, but Facebook's face recognition, Microsoft's Skype translation

and Google's Android voice recognition are very real — and available to all. Google is also using this technology to drive its Internet search engine. Twitter is using it to identify pornography and block it. Baidu uses it to target advertisements and identify malware.

4 In early November, Google surprised the tech world by open sourcing the software engine that drives its deep learning services, sharing this all-important tech with everyone. Not that Google gave away all its technology — let alone the massive amounts of data that really feed deep learning systems to make them truly useful — but it did open source enough to help drive the evolution of deep learning outside the company. Weeks later, Facebook open sourced designs for the custom-built hardware server that drives its deep learning work.

5 OpenAI is a big deal because it will be overseen by Ilya Sutskever, formerly one of Google's top AI researchers. Musk and Altman have also pitched the organization as a way of protecting the world from the dangers of AI. They worry that tech like deep learning will become so powerful that it will become something of a super-human intelligence beyond control, and they believe the best way of avoiding that is to put AI in everyone's hands.

3 Choose the best title from the box for each paragraph of the passage.

A Big move of deep learning
B Influence of OpenAI
C Introduction of DuLight
D Open sourcing of deep learning
E Technology of deep learning

1 Paragraph 1 _____
2 Paragraph 2 _____
3 Paragraph 3 _____
4 Paragraph 4 _____
5 Paragraph 5 _____