

Business English

Sales Vocabulary: Customer Loyalty & Retention • Lesson 5 • Level A2

Elementary

Name: _____

Date: _____

Score: _____ / 70

Word List – Study these words before you start.

Use your vocabulary sheet or audio to study these words before you do the exercises.

retention	loyalty	reward scheme	renewal
churn	subscription	referral	tier
lapse	win-back	engagement	lifetime value
reward	renew	lapse	engage
personalise	re-engage	subscribe	refer

Name: _____

Date: _____

Score: _____ / 20

Exercise 1: True or False (10 points)

Read each sentence. Write T (True) or F (False) on the line.

1. Retention is the ability of a business to keep its customers over time. _____
2. Churn is the rate at which new customers join a company. _____
3. A subscription is a regular payment made to receive a product or service. _____
4. To renew a contract means to cancel it before it runs out. _____
5. A referral is when an existing customer recommends a business to someone new. _____
6. A tier is a level within a loyalty programme offering different rewards. _____
7. To personalise something means to make it specific to an individual customer. _____
8. A lapse is when a membership or subscription runs out without being renewed. _____
9. Engagement is the level of interaction a customer has with a brand or business. _____
10. To re-engage a customer means to make contact with someone who has stopped buying. _____

Exercise 2: Multiple Choice (10 points)

Choose the correct word (a, b, or c) to complete each sentence.

1. Our _____ rate has improved — fewer customers are leaving us this year.
a) referral b) churn c) tier
2. Customers who reach the gold _____ receive free delivery on every order.
a) lapse b) subscription c) tier
3. We send a personalised email to every customer whose membership is about to _____.
a) lapse b) refer c) engage
4. We would like to _____ customers who have not bought from us in the last six months.
a) subscribe b) re-engage c) reward
5. You can _____ a friend and both of you will receive a €10 discount.
a) renew b) lapse c) refer
6. Our _____ programme gives customers one point for every euro they spend.
a) win-back b) reward scheme c) lifetime value

7. She decided to _____ her annual membership for another year.

- a) lapse b) personalise c) renew

8. The _____ of a loyal customer is much higher than that of a one-time buyer.

- a) lifetime value b) referral c) churn

9. We _____ our emails using the customer's name and purchase history.

- a) refer b) personalise c) subscribe

10. High customer _____ means people are interacting regularly with our brand.

- a) lapse b) engagement c) renewal

Name: _____ _____	Date: _____	Score: _____ / 20
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Exercise 3: Matching (10 points)

Match each word in Column A with its meaning in Column B. Write the correct letter in the box.

Column A	Column B
1. retention [____]	A. to continue a contract or membership for another period
2. subscribe [____]	B. to make contact with a customer who has stopped buying
3. win-back [____]	C. a regular payment to receive a product or service
4. reward [____]	D. the quality of staying with a company over time
5. loyalty [____]	E. to sign up to receive a product or service regularly
6. engage [____]	F. when an existing customer recommends a business to someone new
7. referral [____]	G. an effort to bring a lost customer back to the business
8. renewal [____]	H. to give a customer something for their loyalty or purchase
9. subscription [____]	I. the ability of a business to keep its customers
10. re-engage [____]	J. to interact with customers to build a relationship

Exercise 4: Gap Fill (10 points)

Complete each sentence with the correct word from the box. Use each word once.

retention churn subscription referral tier lapse win-back engagement lifetime value reward scheme

1. Our _____ rate is one of the best in the industry — 85% of customers come back.

2. Our _____ rate has increased. We need to find out why customers are leaving.

3. I pay a monthly _____ of €9.99 to use the service.

4. We offer a €20 discount to any customer who makes a _____ to a friend.

5. Gold _____ members receive free delivery and early access to new products.

6. We send a reminder email before any membership is about to _____.

7. We are running a _____ campaign to bring back customers who left last year.

8. High customer _____ means people are regularly interacting with our brand.

9. The _____ of a loyal customer over five years can be ten times the first purchase.

10. Our _____ gives customers one point for every euro they spend in store.

Name: _____

Date: _____

Score: _____ / 20

Exercise 5: Put the Words in Order (10 points)

Put the words in the correct order to make a sentence. Write the full sentence on the line.

1. rate / our / improved / churn / has

2. membership / about / is / your / lapse / to

3. a / refer / you / friend / can

4. we / customers / need / to / re-engage / lost

5. personalise / we / every / email / customer

6. subscription / her / she / renewed / annual

7. scheme / our / reward / popular / very / is

8. gold / members / free / receive / delivery / tier

9. to / we / customers / engage / need / our / with

10. value / the / high / lifetime / is / very

Exercise 6: Word Sort (10 points)

Write each word from the box in the correct column: Noun or Verb.

retention loyalty reward scheme renewal churn subscription referral tier lapse
win-back engagement lifetime value reward renew lapse engage personalise re-engage
subscribe refer

NOUN	VERB
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Name: _____

Date: _____

Score: _____ / 10

Exercise 7: Complete the Conversation (10 points)

Complete each conversation with the correct word from the box. Use each word once.

retention churn subscription referral tier lapse win-back engagement personalise
renew

1. A: How is our customer _____ looking this quarter?

B: Very well — 88% of customers renewed their contracts.

2. A: Our _____ rate is up this month. More customers are leaving.

B: We need to find out why and fix it quickly.

3. A: I would like to cancel my _____.

B: I am sorry to hear that. Can I ask why you want to cancel?

4. A: A customer made a _____ and their friend just placed their first order.

B: Great — make sure both of them receive their discount codes.

5. A: What benefits do our gold _____ members get?

B: They get free delivery, early access to sales, and a birthday reward.

6. A: This customer's membership is about to _____.

B: Please send them a renewal reminder with a special offer.

7. A: We need to run a _____ campaign for customers who left last year.

B: Good idea. We could offer them a 20% discount to come back.

8. A: Our social media _____ has doubled this month.

B: Yes, the new content strategy is really working.

9. A: How can we improve our emails?

B: We should _____ them using each customer's name and purchase history.

10. A: My subscription is due to expire next month. Can I _____ now?

B: Of course — and if you renew today, you get an extra month free.

ANSWER KEY – TEACHER COPY

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Exercise 1: True or False

1. T	2. F – churn is the rate at which customers STOP buying from a company
3. T	4. F – to renew means to CONTINUE a contract for another period
5. T	6. T
7. T	8. T
9. T	10. T

Exercise 2: Multiple Choice

1. b) churn	2. c) tier
3. a) lapse	4. b) re-engage
5. c) refer	6. b) reward scheme
7. c) renew	8. a) lifetime value
9. b) personalise	10. b) engagement

Exercise 3: Matching

1. I	2. E
3. G	4. H
5. D	6. J
7. F	8. A
9. C	10. B

Exercise 4: Gap Fill

1. retention	2. churn
3. subscription	4. referral
5. tier	6. lapse
7. win-back	8. engagement
9. lifetime value	10. reward scheme

Exercise 5: Word Order

1. Our churn rate has improved.	2. Your membership is about to lapse.
3. You can refer a friend.	4. We need to re-engage lost customers.
5. We personalise every customer email.	6. She renewed her annual subscription.
7. Our reward scheme is very popular.	8. Gold tier members receive free delivery.
9. We need to engage with our customers.	10. The lifetime value is very high.

Exercise 6: Word Sort

NOUN	VERB
retention, loyalty, reward scheme, renewal, churn, subscription, referral, tier, lapse, win-back, engagement, lifetime value	reward, renew, lapse, engage, personalise, re-engage, subscribe, refer

Exercise 7: Complete the Conversation

1. retention	2. churn
3. subscription	4. referral
5. tier	6. lapse
7. win-back	8. engagement
9. personalise	10. renew