

Presentation Data Analysis

Customer Satisfaction: Describing, Comparing and Explaining the Figures

Name: _____ Date: _____

Lesson aims

- Describe a fall and a recovery with accurate verbs, adverbs and prepositions (reach a low of, recover, rise steadily)
- Compare figures with a benchmark and between service areas
- Explain possible causes carefully, without claiming more than the data shows
- Answer audience questions about survey data, including ones you cannot fully answer

Warm-up: talk about it

- How can a company find out whether its customers are happy?
- Why might customers be less satisfied with one service than with another?
- Why is it important to say how many people answered a survey?

1. Key vocabulary

Talking about data

Word / phrase	Meaning	Example
satisfaction score	the percentage of customers who say they are happy	Our satisfaction score is 66%.
survey	a set of questions asked to many people	We run a customer survey every year.
respondent	a person who answers a survey	More than 1,200 respondents took part.
response rate	the percentage of people who answered	The response rate was 40%.
figures	numbers, especially official ones	The latest figures show a clear improvement.
trend	a general pattern of change over time	There is an upward trend in satisfaction.
benchmark	a standard used for comparison	The sector benchmark is 60%.
breakdown	a division of a total into smaller parts	Here is a breakdown by service area.
proportion	a part of a whole	A large proportion of complaints were about delivery.
year-on-year	comparing one year with the year before	Year-on-year, satisfaction has risen by 11 percentage points.

Describing change

Word / phrase	Meaning	Example
rise / increase / climb	go up	Turnover climbed from 14% to 22%.
fall / drop / decline	go down	The rate declined after 2023.
remain stable / level off	stay at the same level	Turnover levelled off at 16%.
fluctuate	go up and down without a clear pattern	Absence fluctuated throughout the year.
peak at	reach the highest point	Resignations peaked at 31 in March.
reach a low of	reach the lowest point	Quarterly turnover reached a low of 3.3%.

How big is the change?

Word / phrase	Meaning	Example
sharply / dramatically	a very big change, happening quickly	Resignations rose sharply in Q1.
significantly	a large and important change	Turnover fell significantly after the pay review.
steadily	at a regular, continuous rate	Retention has improved steadily.
gradually	slowly, in small steps	The gap is gradually closing.
slightly	by a small amount	We are slightly above the benchmark.

Prepositions with data

Pattern	Use
rise BY 8 points	the size of the change
rise FROM 14% TO 22%	the starting point and the end point
an increase OF 8 points	the size of the change (noun)
an increase IN turnover	the thing that changes
stand AT 16% / peak AT 31	the level or the highest point

2. Presentation phrases

Function	Useful phrases
Opening	Today I'd like to take you through our turnover figures. The aim of this presentation is to explain why people are leaving. I'll start with the overall trend, then look at the reasons, and finally suggest some next steps.
Signposting	Let's move on to the exit interview results. That brings me to my next point. Turning to the reasons for leaving, ...
Referring to a visual	As you can see from this chart, ... If you look at the line on the right, ... This graph shows / illustrates the trend since 2021.
Highlighting a key point	What's interesting here is that ... I'd like to draw your attention to ... The key point is that ...
Interpreting the data	This suggests that ... One possible explanation is ... This may be due to ...
Recommending	Based on these findings, I recommend that we ... Our next step should be to ...
Concluding	To sum up, ... The main takeaway is that ...
Inviting questions	I'd be happy to take any questions. Does anyone have any questions?

3. Model presentation

Look at the charts, then read the presentation by an analyst at Marlow Home Delivery. Underline the phrases from Section 2.

Chart 1: Customer satisfaction (% satisfied), Marlow Home Delivery

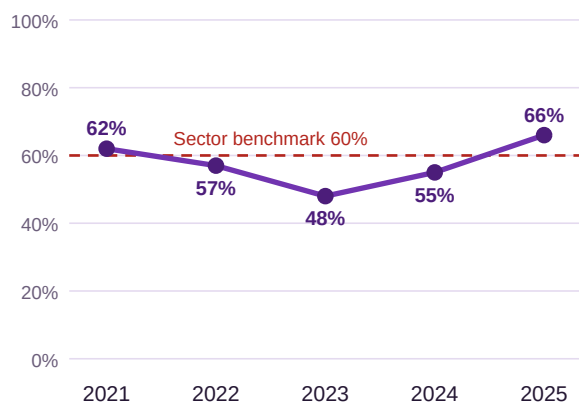


Chart 2: Main reasons for dissatisfaction

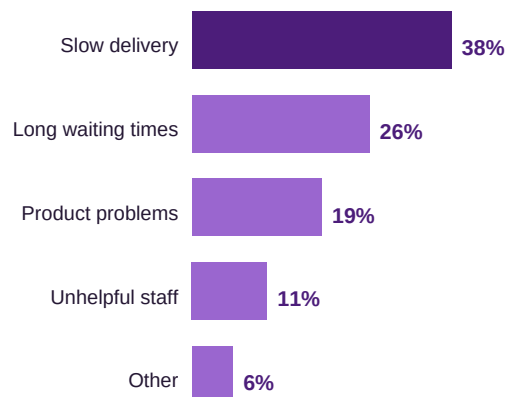


Table 1: Quarterly satisfaction, 2025 (%)

Q1	Q2	Q3	Q4
61%	64%	69%	70%

Table 2: Satisfaction by service area, 2025 (%)

Online chat	Phone support	Email	Returns
74%	68%	63%	52%

OPENING

Good afternoon, everyone. Today I'd like to take you through our customer satisfaction figures for the last five years. I'll start with the overall trend, then look at the reasons for dissatisfaction, and finally I'll suggest what we should do next.

THE TREND

Let's start with this line chart. As you can see, satisfaction fell significantly between 2021 and 2023, dropping from 62% to a low of 48%. Since then it has recovered strongly, and it now stands at 66%, which is six percentage points above the sector benchmark of 60%. The first table shows that satisfaction rose steadily during 2025, from 61% in Q1 to 70% in Q4.

THE REASONS

Turning to the reasons, this bar chart shows why customers were unhappy. What's interesting here is that slow delivery accounts for 38% of complaints, but long waiting times come second, at 26%. The second table gives a breakdown by service area: online chat has the highest score, at 74%, while returns has the lowest, at 52%. This may be due to the long waiting times in our returns team.

RECOMMENDATION AND CLOSE

Based on these findings, I recommend that we review the returns process and add more staff at busy times. To sum up, satisfaction is recovering and is now above the benchmark, but returns still needs attention. I'd be happy to take any questions.

Exercise 1: Vocabulary in context

Type the missing word or phrase. The first letter is given to help you.

1. The sector **b**_____ for satisfaction is 60%, so we can compare our results with similar companies.
2. A **y**_____ comparison looks at this year's figure against the figure for last year.
3. Quarterly satisfaction **r**_____ steadily during 2025, from 61% to 70%.
4. The response **r**_____ was 40%: 480 of the 1,200 customers answered the survey.
5. Here is a **b**_____ by service area, so you can see which one is weakest.
6. A large **p**_____ of unhappy customers, 38%, mentioned slow delivery.
7. Our customer satisfaction **s**_____ is now 66%, up from 48% in 2023.
8. In 2023, satisfaction reached a **l**_____ of 48%, the lowest figure in five years.

Exercise 2: Prepositions with data

Choose the correct preposition for each sentence.

by at of on to from in

1. Since 2023 there has been an improvement _____ 18 percentage points.
2. Satisfaction currently stands _____ 66%.
3. In 2023, satisfaction reached a low _____ 48%.
4. There was a sharp fall _____ satisfaction in 2022 and 2023.
5. Satisfaction fell _____ 62% in 2021 to 48% in 2023.
6. Between 2023 and 2025, satisfaction rose _____ 18 percentage points.
7. By Q4, quarterly satisfaction had risen _____ 70%.
8. Satisfaction is now above the benchmark _____ six percentage points.

Exercise 3: Check the chart: find and fix the mistake

Look at the charts and tables in the model presentation. Each sentence has one mistake in the highlighted part. Type the correct word or figure.

1. Satisfaction is now **below** the sector benchmark. Correction: _____
2. Quarterly satisfaction has **fallen** during 2025. Correction: _____
3. Satisfaction reached its lowest point in **2022**. Correction: _____
4. **Product problems** is the biggest reason for dissatisfaction. Correction: _____
5. Satisfaction **rose** significantly between 2021 and 2023. Correction: _____
6. In 2025, satisfaction was **70%**. Correction: _____

Exercise 4: Match the data to the description

Read the figures (one number for each period). Choose the best description.

1. Complaints per month: 30 - 31 - 30 - 31
 - a) Complaints fell dramatically.
 - b) Complaints remained stable.
 - c) Complaints fluctuated widely.
 - d) Complaints rose sharply.
2. Satisfaction (%): 64 - 65 - 66 - 67
 - a) Satisfaction rose gradually.
 - b) Satisfaction fluctuated.
 - c) Satisfaction rose sharply.
 - d) Satisfaction fell gradually.
3. Complaints per month: 52 - 51
 - a) Complaints rose significantly.
 - b) Complaints peaked.
 - c) Complaints fell slightly.
 - d) Complaints dropped sharply.
4. Satisfaction (%): 40 - 50 - 58 - 62 - 62 - 62
 - a) Satisfaction fell and then levelled off.
 - b) Satisfaction fluctuated.
 - c) Satisfaction rose and then fell sharply.
 - d) Satisfaction rose steadily and then levelled off.
5. Satisfaction (%): 60 - 71 - 55 - 70 - 58
 - a) Satisfaction fluctuated.
 - b) Satisfaction remained stable.
 - c) Satisfaction fell steadily.
 - d) Satisfaction rose sharply.
6. Complaints per month: 200 - 150 - 60 - 20
 - a) Complaints levelled off.
 - b) Complaints fell dramatically.
 - c) Complaints rose steadily.
 - d) Complaints fell slightly.

Exercise 5: What is the speaker doing?

Choose the function of each phrase.

A Opening	B Signposting	C Recommending
D Highlighting a key point	E Concluding	F Giving background
G Interpreting the data	H Inviting questions	I Referring to a visual

1. "As this chart shows, slow delivery is the biggest cause of complaints." **Function:** ____
2. "Moving on to the second section, let's look at the reasons for dissatisfaction." **Function:** ____
3. "I'd like to draw your attention to the figure for returns." **Function:** ____

4. "Our next step should be to improve the returns process." **Function:** _____
5. "This may be due to the long waiting times in our returns team." **Function:** _____
6. "The main takeaway is that satisfaction is recovering, but not everywhere." **Function:** _____
7. "I'd be happy to take any questions." **Function:** _____
8. "The aim of today's talk is to explain what is driving customer satisfaction." **Function:** _____

Exercise 6: Build the sentence

Put the words in the correct order to make a sentence from a presentation.

1. you / has / If / satisfaction. / look / the / see / the / at / will / lowest / returns / you / that / table,

2. and / then / a / in / of / Satisfaction / 48% / 2023 / low / recovered. / reached

3. area. / service / breakdown / by / to / Let's / turn / the

4. the / returns / we / that / figures, / on / these / improve / I / recommend / process. / Based

5. be / improving / experience. / the / This / suggests / that / customer / delivery / may / faster

6. year. / score / last / eleven / rose / percentage / The / points / by

Exercise 7: Best phrase for the situation

Choose the most suitable phrase for a presentation to senior managers.

1. You are moving from the annual trend to the quarterly figures.
 - a) So the quarters are the next thing after this thing.
 - b) Let's now look at how the figures changed from quarter to quarter.
 - c) Okay, quarters now.
 - d) Next one.
2. You are ending your presentation.
 - a) To sum up, satisfaction is recovering and is now above the benchmark. Thank you, and I'd be happy to take any questions.
 - b) I'm finished, I think. Questions?
 - c) OK, that's everything, thanks.
 - d) So, yes, the end.
3. You want to explain a line on the chart.
 - a) That's the line.
 - b) The line is the line for the benchmark, I think.
 - c) The horizontal line shows the sector benchmark of 60%.
 - d) Please just look at the colours.

4. You are starting a presentation to the board about last year's customer satisfaction figures.
 - a) Hello, hello. So, customers. Let's just start.
 - b) I made some slides about satisfaction, so here they are.
 - c) OK, can everyone hear me? Right, this is about happy customers.
 - d) Good afternoon, everyone. I'd like to begin by giving you an overview of last year's customer satisfaction figures.
5. Returns has the lowest satisfaction and you want the board to notice.
 - a) I'd like to draw your attention to returns, where satisfaction is more than twenty percentage points below online chat.
 - b) Returns, yes.
 - c) Returns is terrible, as you can see.
 - d) Look at this, it's tiny!
6. You think waiting times may be a factor, but you do not have proof.
 - a) This proves that the returns team is not doing its job.
 - b) One possible explanation is that long waiting times are frustrating customers.
 - c) Everyone hates waiting, that's all.
 - d) It's obviously the waiting times, nothing else.

Exercise 8: Handling audience questions

An audience member asks you a question. Choose the best response.

1. "I think the real problem is product quality, not delivery."
 - a) No, it is delivery.
 - b) Maybe. Next question.
 - c) That's an interesting point. Product problems are the third reason, at 19%, but we could look at them in more detail in a follow-up.
 - d) That's wrong.
2. "Does the 66% include customers who did not answer the survey?" (You are not sure.)
 - a) I'm afraid I'm not sure. I'll check the method and email you the answer after the presentation.
 - b) Yes, of course.
 - c) No.
 - d) Why does that matter?
3. "Why did you compare us with the sector benchmark and not with our best competitor?"
 - a) Because it is better.
 - b) Good question. The sector benchmark gives a fair average, but we could also compare ourselves with the market leader.
 - c) It's in the report.
 - d) I don't know.
4. "Could you remind us what you mean by 'respondents'?"
 - a) Respondents. It's people who respond.
 - b) I explained it earlier.
 - c) Please check the glossary.
 - d) Of course. Respondents are the customers who answered the survey.

Exercise 9: Say it yourself

Write one sentence for each situation, as if you were speaking in a presentation. Use the language from this lesson.

1. Customers who return a product are the least satisfied. Suggest a possible reason (you do not have proof).

2. Satisfaction with online chat is 74% and with returns it is 52%. Highlight the difference to the audience.

3. You have finished the annual trend. Now you want to move on to the service areas. What do you say?

4. Complaints per month were: January - 120, February - 95, March - 60. Describe the trend in one sentence.

Your turn: plan a mini presentation

Use the new data below. Write one or two sentences for each step, then present for about two minutes. Record yourself if you can.

Average waiting time for phone support (minutes), company target: 5 minutes

2022	2023	2024	2025
12 minutes	10 minutes	10 minutes	6 minutes

1. Opening - Say what you will talk about and how you will organise it.

2. Describe the trend - Use a verb, an adverb and the correct prepositions (from ... to ..., by ..., at ...).

3. Compare with the target - Say how close the company is to 5 minutes.

4. Highlight a key point - Use 'What's interesting here is that...' or similar.

5. Interpret - Suggest one possible reason, using cautious language.

6. Recommend and close - Give a recommendation, sum up and invite questions.

Self-check

- ☐ I used at least three trend verbs or nouns.
- ☐ I used the correct prepositions with the data.
- ☐ I signposted each part of my presentation.
- ☐ I used cautious language when I interpreted the data.
- ☐ I finished with a summary and invited questions.

TEACHER ANSWER KEY - DO NOT DISTRIBUTE**Presentation Data Analysis: Customer Satisfaction: Describing, Comparing and Explaining the Figures (Level B1+)**

The worksheet order is fixed; answers below follow the printed numbering. The interactive HTML version shuffles item order and answer positions each time it is opened.

Exercise 1: Vocabulary in context

1. benchmark
2. year-on-year (also accept: year on year)
3. rose (also accept: increased, climbed, grew, went up)
4. rate
5. breakdown
6. proportion (also accept: percentage, share)
7. score (also accept: rate, level)
8. low

Exercise 2: Prepositions with data

1. of; 2. at; 3. of; 4. in; 5. from; 6. by; 7. to; 8. by

Exercise 3: Check the chart: find and fix the mistake

1. Satisfaction is now **above** the sector benchmark. (accept: above / higher than)
2. Quarterly satisfaction has **risen** during 2025. (accept: risen / increased / improved)
3. Satisfaction reached its lowest point in **2023**. (accept: 2023)
4. **Slow delivery** is the biggest reason for dissatisfaction. (accept: Slow delivery)
5. Satisfaction **fell** significantly between 2021 and 2023. (accept: fell / dropped / declined)
6. In 2025, satisfaction was **66%**. (accept: 66%)

Exercise 4: Match the data to the description

1. b; 2. a; 3. c; 4. d; 5. a; 6. b
1. The numbers hardly change, so the best description is 'remained stable'.
2. Small, regular increases: 'gradually'.
3. A fall of 1 complaint is very small: 'slightly'.
4. It goes up regularly, then stays at 62.
5. The score goes up and down with no clear direction: 'fluctuated'.
6. The figure is ten times smaller at the end, so 'dramatically' fits.

Exercise 5: What is the speaker doing?

1. I (Referring to a visual); 2. B (Signposting); 3. D (Highlighting a key point); 4. C (Recommending); 5. G (Interpreting the data); 6. E (Concluding); 7. H (Inviting questions); 8. A (Opening)

Not used (distractor): F (Giving background).

Exercise 6: Build the sentence

1. If you look at the table, you will see that returns has the lowest satisfaction.
2. Satisfaction reached a low of 48% in 2023 and then recovered.
3. Let's turn to the breakdown by service area.
4. Based on these figures, I recommend that we improve the returns process.
5. This suggests that faster delivery may be improving the customer experience.
6. The score rose by eleven percentage points last year.

Exercise 7: Best phrase for the situation

1. b; 2. a; 3. c; 4. d; 5. a; 6. b

1. A clear signpost tells the audience what is coming next.
2. A summary, a main message and an invitation for questions.
3. Say which line and what it shows.
4. Formal, clear, and it tells the audience what the talk is about.
5. A highlighting phrase plus a specific comparison.
6. Use cautious language (possible, may, might) when you have no proof.

Exercise 8: Handling audience questions

1. c; 2. a; 3. b; 4. d

1. Acknowledge the idea, point to what the data says, and suggest a next step.
2. Be honest when you do not know, and offer a follow-up.
3. Give a reason and show you are open to the suggestion.
4. Polite, clear and helpful.

Exercise 9: Say it yourself

1. Model: This may be because the returns process is slow and complicated. (Use cautious language (may, might, could) because you have no proof.)
2. Model: What's striking here is that satisfaction in returns is more than twenty percentage points lower than in online chat. (Use a highlighting phrase, then make the comparison.)
3. Model: Let's move on to the breakdown by service area. (Use a signposting phrase and name the next topic.)
4. Model: Complaints fell from 120 in January to 60 in March. (Use a trend verb with from and to, and include the end figure.)

Accept any accurate, natural sentence that uses suitable language from the lesson.

Teacher notes

- Suggested timing (60 minutes): warm-up 5 min; revise the vocabulary and phrases from lessons 1 and 2 10 min; model presentation (listen, then read) 10 min; exercises 1 to 5 in class 20 min; exercises 6 to 9 for homework or the next lesson; 'Your turn' task 15 min (speaking, with feedback).
- Compare the data shapes with the earlier lessons: here satisfaction falls to a low and then recovers, and the 2025 quarters rise steadily. Check that the student chooses 'reached a low of', 'recovered' and 'rose steadily' accurately, and that she does not use 'peaked' for a low point.
- Percentage points vs percent: satisfaction 'rose by 11 percentage points' (66% compared with 55%), not 'by 11%'. Practise saying both versions aloud, and point out that 66% is six percentage points above the 60% benchmark.
- Survey language: 'respondents' answer a survey; 'response rate' is the percentage who answered. Discuss why a low response rate makes the results less reliable, and how to say so cautiously ('the results may not be representative').
- Common B1 errors: 'the satisfaction' (use 'satisfaction' without an article for the general idea); 'a fall of' vs 'a fall in'; 'rise to' vs 'rise by'; 'the figures is'; 'peaked' used for a low; 'complains' (verb) vs 'complaints' (noun).
- Extension: ask the student to choose one chart from her own work (anonymised) and present it using the phrases from lessons 1, 2 and 3.