

## Business English for IT | Topic: Customer Relationship Management (CRM) 1

Choose the correct response to complete each of the following sentences:

1. This new CRM system will hopefully increase our \_\_\_\_\_. ( = *help us to become more productive*)  
a) inclination    b) productivity    c) propensity
2. This new software will provide us with the \_\_\_\_\_ we need to help customers quickly.  
a) tools    b) tolls    c) tails
3. By \_\_\_\_\_ certain processes ( = *not doing them manually*), we save a lot of time.  
a) automating    b) automation    c) automatic
4. The new CRM software will allow us to create trouble tickets for each \_\_\_\_\_ ( = *problem*) that comes up.  
a) idea    b) issue    c) info
5. When you \_\_\_\_\_ an open ticket, you're following the progress of the open ticket.  
a) trick    b) trap    c) track
6. Are the open tickets \_\_\_\_\_ by case number? No, they're \_\_\_\_\_ by date.  
a) errant    b) aroused    c) arranged
7. To find out more about the team's performance = To gain \_\_\_\_\_ into the team's performance  
a) visibility or insight    b) vis-a-vis or inform    c) virulence or inspect
8. To \_\_\_\_\_ a case means to send the case to someone (like a manager, boss, etc.) for review.  
a) escape    b) escalate    c) scale
9. After you \_\_\_\_\_ an issue ( = *solve a problem*), make sure you close the ticket.  
a) resolve    b) revoke    c) respond
10. I need to access the CRM system from home. No problem, you can access the system \_\_\_\_\_.  
a) remorsefully    b) remedially    c) remotely

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**ANSWERS:**

1) b 2) a 3) a 4) b 5) c 6) c 7) a 8) b 9) a 10) c