

# MEANING GROUPS INTRODUCTION PART 2: TALKING ABOUT CUSTOMERS

As well as **positive** or **negative** groups of meaning, words often also collocate with meaning 'sets' - words all related to a given topic or concept. We can see how this works with the word *customer*. Categorise the collocates to the meaning groups provided.

The two biggest 'meaning groups' of collocates related to *customer* were:  
a) words related to looking after customers - all those things organised by companies to deal with clients - the focus here is on the company.  
b) words related to what the customers were like, wanted, or had - the focus here is on the customer.

## **CUSTOMER**

Looking after customers  
Company -> Customer

## **CUSTOMER**

Size/Number

## **CUSTOMER**

What a customer **has/does or is**:  
Customer -> Company

## THE COLLOCATES

accounts	base
behaviours	care
confidence	database
demand	dissatisfaction
driven	expectation
focused	friendly
large	single
liaison	loyal
main	orientation
preferences	satisfaction
service	small
suggestions	support