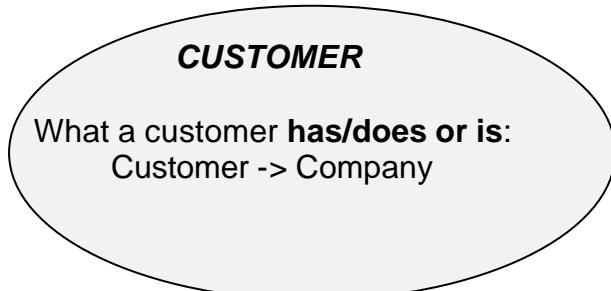
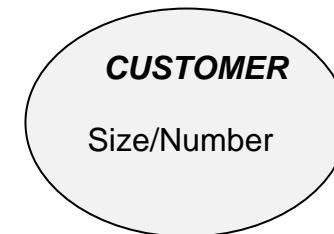


MEANING GROUPS INTRODUCTION PART 2: TALKING ABOUT CUSTOMERS

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.



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