

**customer**['kʌstəmə] *n*

1. покупатель; заказчик; клиент, потребитель
2. *разг.* тип, субъект  
queer /run/ customer - странный человек, чудака, подозрительный тип  
rough customer - грубиян; опасный противник  
tough customer - а) непокладистый /тяжёлый/ человек; б) выносливый /крепкий/ человек

**customer**

Oxford Advanced Learners Dictionary 8th Ed.

**cus·tom·er** [customer customers] *BrE* ['kʌstəmə(r)] <sup>ⓘ</sup> *NAmE* ['kʌstəməɹ] <sup>ⓘ</sup>

noun

1. a person or an organization that buys sth from a shop/store or business
  - one of the shop's **best/biggest customers**
  - They know me— I'm a **regular customer** .
  - the **customer service** department
  - The firm has excellent customer relations.
2. (*old-fashioned, informal*) used after an adjective to describe a particular type of person
  - an awkward customer
  - a cool customer (= sb who is always calm, even when in trouble)
  - an ugly customer (= sb who may become violent)

Thesaurus:**customer** noun **C**

• He's one of our best customers.

**client** • • **shopper** • • **consumer** • • **buyer** • • **end-user** • • **regular** • | **formal patron** • • **purchaser** • | **BrE, informal punter** • • •**have/deal with/get/lose** a customer/client/buyer**attract** customers/clients/shoppers/consumers/buyers/punterscustomers/clients/shoppers/consumers/buyers/purchasers **buy/spend** sthCollocations:**Shopping***Shopping***go/go out/be out** shopping**go to** (*especially BrE*) the shops/(*especially NAmE*) a store/(*especially NAmE*) the mall**do** (*BrE*) the shopping/(*especially NAmE*) the grocery shopping/a bit of window-shopping(*NAmE, informal*) **hit/hang out** at the mall**try on** clothes/shoes**indulge in** some retail therapy**go on** a spending spree**cut/cut back on/reduce** your spending**be/get caught** shoplifting**donate sth to/take sth to/find sth in** (*BrE*) a charity shop/(*NAmE*) a thrift store**buy/sell/find sth at** (*BrE*) a car boot sale/(*BrE*) a jumble sale/a garage sale/(*NAmE*) a yard sale**find/get/pick up** a bargain*At the shop/store***load/push/wheel** (*BrE*) a trolley/(*NAmE*) a cart**stand in/wait in** (*BrE*) the checkout queue/(*NAmE*) the checkout line(*NAmE*) **stand in line/** (*BrE*) **queue** at the checkout**bag** (*especially NAmE*) (your) groceries**pack (away)** (*especially BrE*) your shopping**stack/stock/restock** the shelves at a store (with sth)**be (found) on/appear on** supermarket/shop/store shelves**be in/have in/be out of/run out of** stock**deal with/help/serve** customers**run** a special promotion**be on** special offer*Buying goods***make/complete** a purchase**buy/purchase sth** online/by mail order**make/place/take** an order for sth**buy/order sth** in bulk/in advance**accept/take** credit cards**pay** (in) cash/by (credit/debit) card/(*BrE*) with a gift voucher/(*NAmE*) with a gift certificate**enter** your PIN number**ask for/get/obtain** a receipt**return/exchange** an item/a product**be entitled to/ask for/demand** a refund**compare** prices**offer (sb)/give (sb)/get/receive** a 30% discount

## Example Bank:

- If you have a complaint, contact the customer care unit.
- It's a special offer to attract new customers.
- Part of good customer relations is knowing how to deal with complaints.
- The questionnaire is to test customer reaction to the new store design.
- The terms of the guarantee will be set out in the customer agreement.
- There are a large number of potential customers for the new product.
- They are hoping that TV advertising will increase their customer base.
- They are one of our biggest customers.
- They carried out a customer satisfaction survey.
- They organized an evening's entertainment for favoured customers.
- This cheaper model was produced in response to customer demand.
- We can't afford to lose any more customers.
- We like to think that we have satisfied customers.
- Draw up a customer profile and write a description of your typical customer.
- He comes in twice a week and is one of our best customers.
- I'd like to speak to someone in the customer service department, please.
- Is there a set procedure for dealing with customer complaints?
- Schools are among the biggest customers for this service.
- They know me— I'm a regular customer.

## customer

Longman DOCE 5th Ed. (En-En)

**customer** **S1 W1** /'kʌstəmə \$ -ər/ *BrE* <sup>m</sup> *AmE* <sup>m</sup> *noun* [countable]

[**Word Family**: **adjective**: ↑customary, ↑custom, ↑customizable, ↑accustomed; **noun**: ↑custom, ↑customer, customs; **verb**: ↑accustom, ↑customize; **adverb**: ↑customarily]

[**Date**: 1400-1500; **Origin**: custom; from the custom of doing business in a particular place]

1. someone who buys goods or services from a shop, company etc:

- " We aim to offer good value and service to all our customers.
- " We've had several letters from satisfied customers.

### customer service/care

- " Many of the banks offer a poor level of customer service.
- " He's one of our regular customers.

**best/biggest/largest customer** (=the person or company who uses a shop or company the most)

2. **awkward/tricky/tough etc customer** someone who is difficult to deal with because they behave in a deliberately unhelpful way ⇒

**cool customer** at ↑cool<sup>1</sup>(3)

• • •

## COLLOCATIONS

### ■ ADJECTIVES/NOUN + customer

- **a regular customer** My business quickly built up a base of regular customers.
- **a good customer** (=who buys a lot from you, or uses your service a lot) Good products attract good customers.
- **a major/big/large customer** (=who is important and buys a lot) America is a big customer for Japanese goods.
- **a loyal customer** (=who has been a customer for a long time) Some of our loyal customers have been coming here since the store opened.
- **a satisfied customer** (=who is pleased with your goods or service) Satisfied customers will return again and again.
- **a potential/prospective customer** (=who might become a customer in the future) It's very important to establish contact with potential customers.
- **a business customer** (=customers that are businesses) the bank's major business customers
- **existing customers** (=that you already have) We want to improve our service for both new and existing customers.

### ■ verbs

- **deal with a customer** (=do business with or talk to a customer) He has a lot of experience in dealing with customers.
- **serve a customer** Every day the shop serves around 800 customers.
- **attract customers** (=get more customers) The Internet is a great way to attract new customers.
- **keep/retain customers** Keeping prices low helps to retain customers.
- **lose a customer** The company has lost some big customers in the last two years.

### ■ customer + NOUN

- **customer service/care** (=serving and looking after customers) Our aim is always to raise the level of customer service.
- **customer relations** Staff are given training in customer relations.
- **customer satisfaction** (=how pleased customers are) The firm carried out a survey of customer satisfaction.
- **customer demand** (=the amount of something customers want to buy or use) It's important to respond quickly to changing customer demand.
- **customer complaints** My job is to handle customer complaints and enquiries.

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## THESAURUS

- **customer** someone who buys goods or services from a shop or company: Customers were waiting for the shop to open. | The bank is one of our biggest customers.
- **client** someone who pays for a service from a professional person or company: He has a meeting with one of his clients. | The company buys and sells shares on behalf of their clients
- **shopper** someone who goes to the shops looking for things to buy: The streets were full of Christmas shoppers.

- **guest** someone who pays to stay in a hotel: Guests must leave their rooms by 10 am.
- **patron** /'peɪtrən/ *formal* a customer of a particular shop, restaurant or hotel – usually written on signs: The notice said 'Parking for Patrons Only'.
- **patient** someone who is getting medical treatment from a doctor, or in a hospital: He is a patient of Dr Williams.
- **consumer** anyone who buys goods or uses services – used when considering these people as a group who have particular rights, needs, or behaviour: Consumers are demanding more environmentally-friendly products. | the rights of the consumer | The law is designed to protect consumers who buy goods on the Internet.
- **market** the number of people who want to buy a product, or the type of people who want to buy it: The market for organic food is growing all the time. | a magazine aimed at the youth market
- **clientele** /,kliːənˈtɛl, klaiˈnɛl, kliː-/ *formal* the type of customers that a particular shop, restaurant etc gets: The hotel has a very upmarket clientele. | They have a wealthy international clientele.

## customer

Freakuency Pack

12500 **865**<sup>MCW</sup>  
 15000 **1195**<sup>COCA</sup>  
 RANGE: **2k** CUSTOMER 37520  
 customer 12436  
 customers 25084  
 COCA 500k Unlemmatized  
 6187 **3348**<sup>12432</sup> *nn1*  
 4 **442982**<sup>4</sup> *nnu*