

DESCRIBING ADVANTAGES AND DISADVANTAGES

B2-C1 | Conversation practice examples for evaluating strengths and drawbacks

Conversation: Choosing a customer feedback method

Helen	Should we replace the phone interviews with an online survey? It would be easier to organise.
Marco	A key advantage is that customers could respond whenever it suits them, rather than arranging a call.
Helen	We could reach far more people, too. Would the answers be as useful?
Marco	One limitation is that we can't ask follow-up questions when somebody gives an unclear answer.
Helen	That's important. Last month's interviews revealed problems we hadn't thought to ask about.
Marco	Exactly. On the other hand , a survey could tell us how common those problems are.
Helen	Then perhaps we should use it after a smaller round of interviews, not instead of them.
Marco	I'd support that. One benefit is that we'd get both detailed explanations and a broader picture.

Key phrases: A key advantage is / One limitation is / On the other hand / One benefit is

Conversation: Considering a new booking system

Oliver	The new booking system can show availability across all our branches. Do you think we should switch this month?
Mei	A major strength is that staff wouldn't need to phone another branch to check for spaces.
Oliver	That would save time. The supplier says they can install it in a weekend.
Mei	A possible drawback is the training needed. Installation isn't the same as being ready to use it.
Oliver	Could we train people while they work?
Mei	During our busiest month? This could lead to mistakes and longer queues while staff learn the system.
Oliver	So you'd wait until things are quieter?
Mei	Yes. The main disadvantage is the timing, not the software. I'd arrange a trial at one branch first.

Key phrases: A major strength is / A possible drawback is / This could lead to / The main disadvantage is

Create your own conversation

Choose one prompt. Use at least two key phrases and include a natural response and follow-up.

Prompt 1: Evaluate two ways of collecting feedback. Explain what each method can and cannot tell you.

Prompt 2: Assess a proposed technology change. Distinguish the benefits of the system from the risks of introducing it.