
BBC LEARNING ENGLISH

Authentic Real English 地道英语



Serial returner 连环退货买家

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Feifei

大家好！欢迎收听 BBC 英语教学的“地道英语”节目。我是冯菲菲。

Neil

...and me, Neil. Nice coat you were wearing this morning, by the way.

Feifei

Oh, thanks! 在这期节目里，我们要教给大家一个短语来描述一种特定类型的购物者——他们喜欢把买了的东西退回去，然后把钱拿回来。

Neil

What's wrong with that?

Feifei

如果商品真的有问题，那退货也没什么，但是商店，尤其是网上零售商说，有些人经常退货，因此他们损失了很多钱。甚至还有人在用了商品后要求退货。这些人就被称为“serial returners”连环退货买家。

Neil

And this isn't about breakfast cornflakes, is it?

Feifei

No, Neil. 这个短语中的“serial”的意思是“repeat”重复。你可能听过表达“TV serial”电视连续剧，意思就是有很多剧集。

Neil

That was a nice new coat you had on yesterday as well, by the way, Feifei.

Feifei

Thanks.

Neil

Very different from the one you were wearing the day before that... and the one the day before that.

Feifei

哎，你到底想说什么？

Neil

Nothing, nothing... Shall we hear some examples of our expression – 'serial returner'?

Examples

Oh, no! This customer has sent back an order for the fifth time this month. If we don't block these serial returners, we're gonna go out of business!

A: I buy about £400 worth of clothes every month.

B: No way! You must be rich.

A: Not really. I return about £300 worth. I'm one of those serial returners.

And in business, online clothes shops are introducing new measures to make it harder for so-called serial returners to get refunds on their orders.

Feifei

你正在收听的是 BBC 英语教学的“地道英语”。在这期节目中，我们教给大家的短语是“serial returner”。它通常用来形容那些经常退货的人，尤其是网购后退货的人。

Neil

So, as I was saying, you've had a nice new coat on every day for the last... well, month. Did you win the lottery?

Feifei

No, there is a perfectly innocent explanation.

Neil

Yes. You're a serial returner, aren't you?

Feifei

Absolutely not! 我知道咱们要做一期关于“serial returner”的节目，所以我觉得我应该提前做一些研究.....

Neil

Ha! It's very important to do proper research, I agree.

Both

Bye!

Neil

So, which one's your favourite?

Feifei

The pea-green one with the furry collars!

Neil

Are you gonna keep it?

Feifei

Nah – too expensive...