
Assessment

Calming Upset Customers

Fourth Edition

Complete this book, and you'll know how to:

- 1) Understand the importance of upset customers to improving your business.
- 2) Identify common causes of customer's upsets, and learn why listening is a critical skill in dealing with them.
- 3) Be proactive in preventing upset customers.
- 4) Use various techniques to calm upset customers.
- 5) Practice management behaviors that calm upset customers and employees.



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Assessment Questions for *Calming Upset Customers, Fourth Edition*

Select the best response.

1. You *want* customers to complain, because:
 - A. Complaints give you a chance to practice your customer service skills.
 - B. Resolving a complaint allows you to focus on solving a single problem.
 - C. A complaint is actually a compliment turned sideways.
 - D. If customers don't complain, you won't know there's a problem.
2. An angry customer will be most willing to listen to you if your tone of voice projects:
 - A. Annoyance
 - B. Impatience
 - C. Condescension
 - D. Confidence
 - E. None of the above
3. Word of mouth isn't really important in spreading bad experiences about your organization.
 - A. True
 - B. False
4. If a customer continually upsets the staff for trivial reasons, a manager may have to ask the customer to do business elsewhere.
 - A. True
 - B. False
5. Results matter, not appearances. Your personal presentation is fairly unimportant.
 - A. True
 - B. False
6. If an enraged customer begins making threats, you should:
 - A. Look for evidence of drugs or alcohol.
 - B. Call the police if the customer appears potentially violent.
 - C. Try to reason with the customer.
 - D. A and B.
 - E. None of the above.

7. One of the first things an upset customer wants is to be listened to.
 - A. True
 - B. False
8. When listening to a customer's detailed complaint, you should:
 - A. Take a few brief notes.
 - B. Listen only for facts, not for feelings.
 - C. Tune out difficult or confusing information.
9. Some experts claim that people form first impressions of others within:
 - A. 90 to 120 seconds.
 - B. The "Golden" first minute.
 - C. Four seconds.
 - D. The first 30 minutes.
10. If you are having trouble reaching agreement, you should make comments that direct the customer toward finding a solution.
 - A. True
 - B. False
11. If customers feel that your grooming and dress are unprofessional, they are more likely to hassle you.
 - A. True
 - B. False
12. Anger on the part of a customer is never justified.
 - A. True
 - B. False
13. Calming upset customers is vital because:
 - A. Acquiring new customers is more expensive than keeping current customers happy.
 - B. Customers might take their business elsewhere.
 - C. Dissatisfied customers might tell many other people about their bad experiences.
 - D. All of the above.
 - E. B and C.

14. Which of the following statements is likely to make an upset customer even more frustrated?
 - A. "Wait here."
 - B. "The rate is..."
 - C. "It will cost you..."
 - D. "You have to..."
 - E. A, C, and D
15. When using this book as the basis for a staff meeting, the manager's role in the meeting should be as a:
 - A. Facilitator
 - B. Critic
 - C. Dictator
 - D. Friend
16. If what a customer needs is not within your job duties, you should tell the customer you are unable to help.
 - A. True
 - B. False
17. A manager can help the staff provide good customer service by:
 - A. Being a role model
 - B. Asking for staff suggestions
 - C. Soliciting customer feedback
 - D. Staying out of the way
 - E. A, B, and C
18. Upsets that you can avoid include:
 - A. Promising something and not delivering
 - B. Giving a sarcastic reply
 - C. Questioning a customer's honesty
 - D. All of the above
 - E. B and C
19. Methods of defusing a difficult situation include:
 - A. Showing empathy with the customer
 - B. Paraphrasing the customer's complaint to verify that you have correctly understood it
 - C. Forming a problem-solving team with the customer
 - D. All of the above
 - E. A and B

20. The act of complaining can actually increase customer loyalty.
 - A. True
 - B. False
21. When forming a response to a customer, use the three Fs, which are:
 - A. Feel
 - B. Fair
 - C. Felt
 - D. Found
 - E. A, C, and D
 - F. A, B, and D
22. A useful technique in handling a ranting customer is to:
 - A. Speak loudly so you can be heard.
 - B. Use his or her name.
 - C. Cry and gain his or her sympathy.
 - D. None of the above.
23. One way to avoid upsetting customers is to:
 - A. Always call them by name while resolving a complaint.
 - B. Follow up with information you promised by making a return call.
 - C. Assure them that this happens to everybody.
 - D. Share a secret or a personal problem to get them to bond with you.
 - E. Create a customer satisfaction system that ensures perfect performance.
24. Often an upset customer will be calmer and more rational with a manager than with staff members.
 - A. True
 - B. False
25. Every difficult encounter can be an opportunity to learn something new.
 - A. True
 - B. False

26. After witnessing a difficult exchange between a customer and an employee, the manager should:
- A. Gather the employees and tell everyone what the person should have done to avoid the problem.
 - B. Let the employee vent to his co-workers and other customers for a few minutes.
 - C. Encourage the employee to take a 10-minute break to compose himself/herself.
 - D. Tell the employee to “shake it off” and continue with the next customer.
27. If the customer curses:
- A. The taboo has been lifted. If the customer is cursing, you can, too.
 - B. You may hang up on the customer.
 - C. Take the opportunity to point out the customer’s bad manners.
 - D. That still doesn’t mean you can curse.
28. Customers get upset for only one reason—you did something wrong.
- A. True
 - B. False
29. What type of nonverbal communication is inappropriate when dealing with an upset customer?
- A. Touching
 - B. Smiling
 - C. Standing with your arms crossed
 - D. All of the above
 - E. None of the above
30. According to e-Satisfy, over half of customer dissatisfaction is caused by customer mistakes or incorrect expectations.
- A. True
 - B. False
31. To keep the respect of his employees, a manager should never let his staff members find out if he made a mistake with a customer.
- A. True
 - B. False
32. Becoming upset makes it easier for a customer to exercise patience.
- A. True
 - B. False

33. When an irate customer leaves, you should:
 - A. Forget about the incident.
 - B. Take a few minutes to cool down.
 - C. Focus on what you did poorly.
34. During an encounter with an upset customer, a manager should always take the customer's side.
 - A. True
 - B. False
35. When calming customers over the phone, you should deepen your voice because it is perceived as more mature, confident, and in control.
 - A. True
 - B. False
36. Which of the following is *not* something you should practice in an encounter with an upset customer?
 - A. Having patience with the customer
 - B. Improving yourself and your behavior
 - C. Gathering evidence that the customer is wrong
 - D. Showing confidence in your skills
 - E. Identifying the organization's annoying practices
37. Which of the following statements will help you communicate with an upset customer more effectively?
 - A. "You're confusing me."
 - B. "You didn't do this right."
 - C. "Would you mind waiting while I speak to my supervisor?"
38. When stepping into a tense situation between a customer and employee, a manager's first priority is to serve the customer, even if that means embarrassing the employee by pointing out his mistakes.
 - A. True
 - B. False
39. When calming customers via e-mail, it is a bad idea to try to lighten the situation by infusing a little gentle humor into your response.
 - A. True
 - B. False
40. It's important to understand the cause of customer upset.
 - A. True
 - B. False

Assessment Answer Key for Calming Upset Customers, Fourth Edition

Recommended response (Corresponding workbook page)

1. D (11)	11. A (31)	21. E (41)	31. B (76)
2. D (34)	12. B (21)	22. B (50)	32. B (22)
3. B (10)	13. D (10)	23. B (25)	33. B (64)
4. A (73)	14. E (37-40)	24. A (76)	34. B (77)
5. B (31)	15. A (74)	25. A (12)	35. A (52)
6. D (51)	16. B (39)	26. C (77)	36. C (12)
7. A (25)	17. E (71)	27. D (35)	37. C (38)
8. A (25)	18. D (23)	28. B (21)	38. B (77)
9. C (32)	19. D (37)	29. D (33-34)	39. A (53)
10. A (51)	20. A (11)	30. B (11)	40. A (21)