

# Assessment

# *Quality Customer Service*

*Fourth Edition*

The objectives of this book are:

- To reveal the fundamentals of what it takes to win with the customer
- To describe what quality service is
- To identify service providers' winning customer service attitudes
- To explain how to identify customer needs
- To show how to provide for customer needs
- To explain how to ensure that customers return

■ CRISP<sub>series</sub>

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## **Assessment Questions for Quality Customer Service, Fourth Edition**

*Select the best response.*

1. Learning to treat customers as special people has a “carry-over” value to future jobs.
  - A. True
  - B. False
  
2. The difference between winning and failing at customer service is a matter of sensitivity, sincerity, attitude, and human relations skills.
  - A. True
  - B. False
  
3. When a customer complains, you should:
  - A. Repeat the complaint back to make sure you have heard it correctly
  - B. Tell the customer to calm down
  - C. Apologize, even if you are not to blame for the problem
  - D. A and B
  - E. A and C
  
4. Supervisors usually consider how well you perform back-up duties, such as stocking or clean-up, when evaluating your performance.
  - A. True
  - B. False
  
5. Which of the following are NOT examples of customer service intangibles?
  - A. Helpfulness
  - B. Satisfaction
  - C. Refund check
  - D. A and B
  - E. A and C

6. You can better serve your customers if you research and fully understand the features and benefits of your company's products.
  - A. True
  - B. False
  
7. If you make eye contact while talking to customers, you are letting customers know that:
  - A. They are important.
  - B. You are not very confident about what you are saying.
  - C. You know they have shoplifted something.
  - D. A and B
  - E. A and C
  
8. Who defines quality customer service?
  - A. Your boss
  - B. You
  - C. Your customers
  
9. If you can be helpful to one customer, then you will find it just as easy to be helpful to hundreds of customers.
  - A. True
  - B. False
  
10. As a customer service provider, it is your job to make customers feel:
  - A. Welcome
  - B. Appreciated
  - C. Understood
  - D. All of the above
  - E. A and B
  
11. If you have a quality product and realistic prices, customer service is not really important.
  - A. True
  - B. False

12. The main step in quality customer service is:
- A. Display a positive attitude
  - B. Identify and meet customer needs
  - C. Encourage customers to return
  - D. All of the above
13. The better you feel about your self-image when dealing with customers, the more positive you will be.
- A. True
  - B. False
14. “Empathy” means:
- A. Feeling sorry for someone
  - B. The rhythm of a conversation
  - C. Viewing a situation from another’s point of view
15. You transmit your attitude through your appearance, voice, and body language.
- A. True
  - B. False
16. When a customer is talking, you should:
- A. Mentally rehearse your next question
  - B. Stop working on whatever else you have been doing and give the customer your full attention
  - C. Interrupt the customer as soon as you’ve guessed where the conversation is heading
  - D. Ignore the customer’s body language and focus just on the words
17. Customers, by definition, are people outside of your company.
- A. True
  - B. False

18. When serving customers over the telephone:
- A. You should smile.
  - B. You have the right to be snippy with customers who are being rude.
  - C. You can make personal calls when business is slow.
  - D. All of the above
19. You should try to impress customers with how knowledgeable you are.
- A. True
  - B. False
20. Having back-up plans for handling problems such as computer breakdowns or severe weather will help you provide better customer service.
- A. True
  - B. False
21. Which of the following are tangible?
- A. Food
  - B. 100% guarantee
  - C. Automotive parts
  - D. A and B
  - E. A and C
22. Effective customer service providers learn to take customer complaints personally.
- A. True
  - B. False
23. Customer relations are helped by using a tone of voice that is:
- A. Upbeat
  - B. Warm
  - C. Under control
  - D. All of the above
  - E. A and B

24. Paying careful attention to your customers will help you identify little “extras” that will make them even more satisfied with your service.

- A. True
- B. False

25. Customer service providers are at the mercy of customers and have little control over their own success on the job.

- A. True
- B. False

## **Answer Key for Quality Customer Service, Fourth Edition**

### ***Recommended response (Corresponding workbook page)***

- |           |            |            |            |                 |
|-----------|------------|------------|------------|-----------------|
| 1. A (17) | 6. A (71)  | 11. B (12) | 16. B (52) | 21. E (6)       |
| 2. A (4)  | 7. A (103) | 12. D (21) | 17. B (40) | 22. B (85)      |
| 3. E (80) | 8. C (9)   | 13. A (25) | 18. A (32) | 23. D (103)     |
| 4. A (66) | 9. B (33)  | 14. C (43) | 19. B (68) | 24. A (88)      |
| 5. C (7)  | 10. D (42) | 15. A (37) | 20. A (75) | 25. B (95, 106) |