Assessment

Telephone Courtesy & Customer Service

4th Edition

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

1) Define quality customer service.
2) Employ nine basic but important telephone skills.
3) Professionally manage complex customer telephone calls.
4) Manage various customer behavior styles on the telephone.
5) Interpret customer wants and deliver positive customer service actions.

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Assessment Questions for *Telephone Courtesy & Customer Service, 4th Edition*

Select the best response.

1. Which statement best creates a favorable perception for the customer.
   A. I'm sorry, but we're out of brochures.
   B. I'm sorry, but the printer didn't get the brochures ready on time.
   C. I'm sorry for the delay, but I can mail you a brochure on Friday. Will that be all right?
   D. My apologies. We had a ton of brochures, but I can't seem to find one.

2. When apologizing to a customer, it's usually best to:
   A. Take responsibility for everything that went wrong.
   B. Explain to the customer what went wrong and who's to blame.
   C. When necessary, apologize in a general way but not involve the customer in your internal problems.
   D. Never apologize.

3. When an organization acquires a reputation for poor customer service, which of the following usually happens: (Choose all that apply.)
   A. Customers take their business elsewhere.
   B. Customers tell others about their poor experience.
   C. If the poor service trend continues, there's less opportunity for all.
   D. Sales, profits, job growth, promotions, transfers, and pay increases decline.
   E. All of the above.

4. True or False: It's best to use closed questions when you want the customer to provide an explanation.
   A. True
   B. False

5. True or False: Email messages sent to customers should be formatted in clear, concise, and businesslike terms.
   A. True
   B. False

6. Analytical-style customers are usually focused on:
   A. Accuracy
   B. Politeness
   C. Teamwork
   D. Being easy to work with

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7. True or False: Analytical-style customers usually need lots of information before they can make a decision.
   A. True
   B. False
8. Customers want you to display a positive attitude when they call.
   A. True
   B. False
9. True or False: When delivering bad news to a customer, it's often helpful to use what's called the good news/bad news approach.
   A. True
   B. False
10. Assertive-style customers are usually focused on:
   A. Being friendly
   B. Results
   C. Building a good relationship
   D. Stimulating conversation
11. True or False: Having a positive attitude is a choice we make.
   A. True
   B. False
12. True or False: Quality customer service can be defined as a consistent professional effort made throughout the organization to satisfy the customer.
   A. True
   B. False
13. A common mistake made by service providers is:
   A. Thinking an assertive-style customer is angry
   B. Getting involved in the emotion of an angry customer
   C. Taking the angry customer's remarks personally.
   D. All of the above
14. True or False: Providing quality customer service is the responsibility of everyone in my organization who is involved directly or indirectly with our customers?
   A. True
   B. False

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15. Customer wants include:
    A. I want customer service people to listen to me.
    B. At times, I want advice. They know their products and services better than I do.
    C. In addition to the substance of my call, I want fast service.
    D. All of the above.

16. True or False: When in doubt, it's best to address customer by their first names.
    A. True
    B. False

17. True or False: There are four answering courtesies that should be used on nearly every call you answer.
    A. True
    B. False

18. True or False: Email messages are always private.
    A. True
    B. False

19. The assertive-style customer usually: (choose all that apply)
    A. Talks a little faster.
    B. Focuses on the details.
    C. Demands action.
    D. Is quick to show authority.
    E. A, B, and C.
    F. A, C, and D.

20. True or False: Customers always expect to be treated in a courteous and polite manner.
    A. True
    B. False

21. True or False: Following a negative work experience, I have a choice whether to remain positive or not.
    A. True
    B. False

22. True or False: In organizations that are customer-focused, the customer is seen as the lifeblood of the organization.
    A. True
    B. False

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23. Amiable-style customers are usually focused on:
    A. Demanding action
    B. Details
    C. Working together
    D. None of the above

24. True or False: Taking notes while listening is a good idea.
    A. True
    B. False

25. True or False: When closing a conversation with customers, its' always a good idea to thank them for their business and for calling.
    A. True
    B. False

26. True or False: The key measurement for every customer call is: Is the customer satisfied?
    A. True
    B. False

27. True or False: Customers and other callers need to understand your internal problems.
    A. True
    B. False

28. Which statement best describe the responsibilities of a customer service provider?
    A. To satisfy customers
    B. To satisfy at least 70% of all customers
    C. To satisfy most customers
    D. To keep customers as calm as possible

29. True or False: Callers usually only make statements, ask questions .or offer objections.
    A. True
    B. False

30. True or False: The best time to learn about the features of your telephone is before you need them.
    A. True
    B. False

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31. True or False: The words “did,” “can,” “have,” “do,” “will,” “would,” and “is,” are used to begin closed questions.
    A. True
    B. False
32. True or False: Customers want and expect to receive quality service.
    A. True
    B. False
33. True or False: Not everything I say to customers influences their perceptions of me and my organization.
    A. True
    B. False
34. True or False: Personal information about a coworker should never be shared with a customer.
    A. True
    B. False
35. True or False: The expressive-style customer is usually focused on a stimulating conversation.
    A. True
    B. False
36. True or False: Energy, rate of speech, and pitch make up voice quality.
    A. True
    B. False
37. True or False: When making an outbound call, it isn’t necessary to state the purpose of the call.
    A. True
    B. False
38. True or False: A customer’s fax machine is usually located in an open space where many people can access it.
    A. True
    B. False
39. True or False: A positive attitude is just something you’re born with. You either have it, or you don’t.
    A. True
    B. False

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40. The best way to respond to various customer behavioral styles is to:
    A. Address each style the same way.
    B. Recognize the style and then adapt.
    C. Spend the same amount of time with each style.
    D. Realize that they all want plenty of details.

41. True or False: Service follow-up calls should be made only after there's been a customer emergency
    A. True
    B. False

42. True or False: Your attitude has as much to do with your success as do your education and skills.
    A. True
    B. False

43. True or False: Roadblocks to effective listening include noise, nearby conversations, your next call, your last call, and many other distractions.
    A. True
    B. False

44. Angry customers are usually: (choose all that apply)
    A. Emotional
    B. In need of hearing an immediate action plan that will solve their problems
    C. Not very patient
    D. Interested in social conversation
    E. A, B, and C.
    F. A, B, and D.

45. True or False: Customers should try to understand some of my problems.
    A. True
    B. False

46. True or False: When talking with customers, it's very hard to hide a negative attitude.
    A. True
    B. False

47. True or False: Successful negotiation means finding a solution that satisfies both the customer and your organization.
    A. True
    B. False

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48. When talking with an assertive-style customer, it's best to:
    A. Build some rapport
    B. Show how much authority you have
    C. Provide considerable detail in order to get the customer to slow down a little
    D. Stick to the facts and stay on the point, while providing direct answers

49. True or False: Open questions are used when you want the caller to talk more or to explain.
    A. True
    B. False

50. True or False: Customer satisfaction is all about providing what the customer wants and expects.
    A. True
    B. False

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Assessment Answer Key for *Telephone Courtesy & Customer Service, 4th Edition*

Recommended response (Corresponding workbook page)

1. C (15)
2. C (52, 72)
3. E (105)
4. B (47)
5. A (62)
6. A (78)
7. A (78)
8. A (91)
9. A (55)
10. B (68)
11. A (93)
12. A (9)
13. D (70)
14. A (11)
15. D (88, 89)
16. B (33)
17. A (27)
18. B (62)
19. F (68)
20. A (90)
21. A (93)
22. A (13)
23. C (74)
24. A (40)
25. A (42)
26. A (19, 22)
27. B (111)
28. A (9)
29. A(37)
30. A (25)
31. A (49)
32. A(90)
33. B (57)
34. A (57)
35. A (76)
36. A (30)
37. B (34)
38. A (61)
39. B (93)
40. B (67, 82)
41. B (54)
42. A (93)
43. A (38)
44. E (72)
45. B (95, 114)
46. A (93)
47. A (51)
48. D (68)
49. A (47)
50. A (101)

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