

Assessment

Customer Service in the Information Age

First Edition

The objectives of this book are:

- To review basic customer service skills, especially as they relate to applying new technology in giving personal attention to customers
- To explore Internet customer service—including Web site design for customer responsiveness and Web-based customer support systems
- To present strategies for e-mail customer service that save your customers time and effort, yet still convey a personal connection
- To introduce Customer Relationship Management, or CRM, and show how CRM principles apply to customer service
- To explain how automated telephone systems in customer service can be made more customer-friendly

■ CRISP_{series}

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Assessment Questions for Customer Service in the Information Age, First Edition

Select the best response.

1. Which of the following convey sincere appreciation?
 - A. Thank you for your business.
 - B. We appreciate you doing business with us.
 - C. We know you have a choice, thanks for choosing Wild Blue Airlines. Have a nice day.
 - D. All of the above
 - E. A and B

2. It is acceptable to have a Web site that does not reveal the physical location of your company.
 - A. True
 - B. False
 - C. Sometimes

3. A key to customer satisfaction is promising less so you can please the customer by delivering more than promised.
 - A. True
 - B. False

4. Returning customers are more valuable because they:
 - A. Require less marketing and sales support
 - B. Issue fewer complaints
 - C. Need less training or help-desk assistance
 - D. None of the above
 - E. All of the above

5. What are some of the ways to make a good first impression when using e-mail and online communications?
 - A. Salutation should be friendly and courteous
 - B. Always use the formal version of the customer's name
 - C. Use Standard English and short sentences
 - D. All of the above
 - E. A and C

6. People are more impressed when a company takes care of them after money has changed hands.
 - A. True
 - B. False

7. To show respect for your customers and their busy schedules, always:
 - A. Ask them to hold for the next available representative
 - B. Interrupt them when you think you have figured out what the problem is
 - C. Make them feel important and listened to
 - D. Finish paperwork or a telephone call before you acknowledge them

8. If a new customer tells you that someone referred your company to him, take time to say "thank you" to the person who gave the referral with:
 - A. A call, a note, or a small thank-you gift
 - B. A large or expensive gift
 - C. Any of the above

9. Businesses lose customers every day simply because employees are not aware of special offers.
 - A. True
 - B. False

10. Company policies:
 - A. Can frustrate customers
 - B. Are necessary to set standards
 - C. Sometimes defy common sense
 - D. All of the above

11. Human monitoring of your company's Internet customer service is not necessary.
 - A. True
 - B. False

12. Applied to customer service, the 80/20 Rule means:
 - A. You should spend 80% of your effort on the customers who bring in the least revenue
 - B. You should ignore 20% of your customers
 - C. You should put more time and money into satisfying customers who represent 80% of the business
 - D. All customer transactions are equal

13. When setting up your automated telephone system you should:
 - A. Allow for five or more options for incoming call menus
 - B. Offer an option of going back to the previous menu, speak to a live person or leave a voice mail
 - C. All of the above

14. An effective privacy message should:
 - A. Tell the customer why you are collecting the information
 - B. Advise customers about whom you might share the information with
 - C. Tell customers what they will get for providing the information
 - D. Allow your customers to "opt out"
 - E. Clearly state that you will not use the customer's information for any harmful use
 - F. All of the above

15. When it is necessary to put your customer on hold it is a good idea to offer low-volume music and a short options menu.
 - A. True
 - B. False

16. A customer-focused Web site:
- A. Is easy to find and easy to navigate
 - B. Uses company jargon or a lot of abbreviations
 - C. Has your company's privacy policy in plain view
 - D. A and C
 - E. A and B
17. Human assistance must be available for your Web site customers.
- A. True
 - B. False
18. Your company can help customers feel like insiders by offering:
- A. Frequent user programs
 - B. Asking customers to participate in focus groups or contests
 - C. Membership and discount programs
 - D. All of the above
19. E-mail messages that you send to customers—or to anyone, for that matter—become legal documents once they are sent.
- A. True
 - B. False
20. What are some of the ways to keep up with customers' expectations?
- A. Personalized, respectful service
 - B. Call up your Web site and try to experience it as a customer would
 - C. Know what your competitors offer that you do not
 - D. Any of the above
21. The best overall test for your company's Web site is:
- A. Let your customers discover the problems and bring them to your attention
 - B. Ask friends and family to go to your site and work through a checklist you provide
 - C. Have tech-savvy people test the site

22. When dealing with annoying policies it is a good idea to:
- A. Know the reason for the policy
 - B. Listen to customers' concerns and make changes
 - C. Agree with the customer and do nothing
 - D. A and C
 - E. A and B
23. When expressing regret for a problem your customer has had with your company you should:
- A. Interrupt their ranting about the company with an apology
 - B. Remember that, to the customers, you are the company and you are responsible for their problems
 - C. Remind the customer he is at fault
24. Keeping your promise does not mean that unusual circumstances or mistakes will not occur. If they do, the customer needs to be:
- A. Notified
 - B. Apologized to
 - C. Given a new promise
 - D. All of the above
 - E. None of the above
25. Data gathered for CRM (Customer Relationship Management) is only useful to the customer service department.
- A. True
 - B. False

Answer Key for Customer Service in the Information Age, First Edition

Recommended response (Corresponding workbook page)

1. E (17)	6. A (71)	11. B (26)	16. D (27)	21. B (35)
2. B (30)	7. C (11-12)	12. C (66)	17. A (24)	22. E (74)
3. A (15)	8. A (67)	13. B (85)	18. D (8)	23. B (46)
4. E (65)	9. A (9)	14. F (32)	19. A (41)	24. D (69)
5. E (43-44)	10. D (4)	15. A (88)	20. D (76)	25. B (63)