

Assessment

Managing Quality Customer Service

First Edition

The objectives of this book are:

- To show how to set quality service standards
- To identify characteristics of a winning customer service team
- To provide proactive customer service problem solving
- To explain customer service audits and feedback

■ CRISP_{series}

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Assessment Questions for Managing Quality Customer Service, First Edition

Select the best response.

1. The most important activity of an organization is its:
 - A. Employee relations
 - B. Interaction with customers
 - C. Planning
 - D. Organizing activities

2. Of the following, the most fundamental question regarding customer service is:
 - A. What are good marketing techniques?
 - B. Should an outside consultant be hired?
 - C. What do our customers want?
 - D. How many marketing people are needed?

3. To provide quality customer service, you must first:
 - A. Have good salespeople
 - B. Identify your service niche
 - C. Enlarge your service niche
 - D. Narrow your service niche

4. The service characteristics of most organizations are similar.
 - A. True
 - B. False

5. Your customers can be divided into segments depending on their:
 - A. Values
 - B. Preferences
 - C. Expectations
 - D. Social norms
 - E. All of the above

6. How you are perceived by your customer begins:
 - A. Before you begin to serve them
 - B. After you have begun to interact with them

7. Prior to customer service interaction, customers' image of your company is based on:
 - A. The quality of your product
 - B. The customer's need and costs
 - C. Your product's importance to the customer
 - D. All of the above
 - E. B and C

8. Written service standards must be:
 - A. Communicated
 - B. Clear, concise, observable, and realistic
 - C. Part of your job descriptions and hiring profiles
 - D. All of the above

9. Select the measurable service standard from the list below:
 - A. Employees are neatly dressed at all times
 - B. Car wash attendants offer to clean the tires
 - C. Complaints are dealt with quickly
 - D. Employees are friendly and hospitable to customers
 - E. The product is described clearly

10. Generation of service standards should be:
 - A. A one-person job
 - B. The job of the service team

11. For your specific service operation, a ratio should be determined of:
 - A. Procedural to personal standards
 - B. Selling skills to appearance
 - C. Timeliness to communication
 - D. Customer feedback to selling skills
 - E. All of the above

12. From the list, select the best question to ask of an applicant for a customer service related job:
- A. What is your opinion of this work environment?
 - B. Do you mind submitting written reports at regular intervals?
 - C. How would you handle a customer complaint?
 - D. Did you enjoy your job at Atlas Products?
13. A good interviewer spends nearly 80% of the time:
- A. Asking questions about attitudes
 - B. Listening to the applicant
 - C. Describing the work environment
 - D. Asking questions about past experience
14. From the list, select the best predictor of success in customer service:
- A. An ability to work as a team member
 - B. Accounting skills
 - C. A sense of empathy with other people
 - D. A record of competence in previous jobs
15. Employees tend to treat customers as they are treated by their own management.
- A. True
 - B. False
16. Decision making skills by customer service leaders requires:
- A. Gut-level decision making
 - B. The ability to change course as needed
 - C. The ability to resist pressures
 - D. All of the above
 - E. B and C

17. Effective customer service leaders:
- A. Communicate a sense of *being in charge*
 - B. Provide structure
 - C. Strive to win regardless of external input
 - D. All of the above
 - E. A and B
18. Who is responsible for the organization “climate” of a workplace?
- A. Leaders
 - B. Employees
 - C. Both leaders and employees
19. Employee feedback systems have no direct effect on customer satisfaction.
- A. True
 - B. False
20. A service audit system should focus on:
- A. How well people are doing
 - B. Mistakes that are being made
21. Dissatisfied customers:
- A. Will usually tell you what they think without your asking
 - B. Should be kept from contacting upper management
 - C. Should be asked for their suggestions
 - D. Should be downplayed because of their negative effect on morale
 - E. A and C
22. Management feedback to employees should occur:
- A. Only at established time intervals
 - B. Continuously
 - C. Verbally and by graphs and charts
 - D. All of the above
 - E. B and C

23. Customer service problem solving should:
- A. Be primarily reactive
 - B. Implement solutions immediately
 - C. Ignore objections
 - D. Remain flexible
 - E. All of the above
24. A customer service assessment scale should:
- A. Be used by the entire customer service team
 - B. Identify weaknesses only
 - C. Be developed verbally
 - D. All of the above
 - E. A and C
25. Customer problems and complaints should be:
- A. Endured and then forgotten
 - B. Considered opportunities
 - C. Non-existent in a well-run company
 - D. All of the above
 - E. B and C

**Answer Key for
Managing Quality Customer Service, First Edition**

Recommended response (Corresponding workbook page)

1. B (vi)	6. A (12)	11. A (30)	16. E (47)	21. C (67)
2. C (3)	7. E (12)	12. C (39)	17. E (49)	22. E (69)
3. B (4)	8. D (19)	13. B (39)	18. C (52)	23. D (82)
4. B (7)	9. B (25)	14. C (40)	19. B (68)	24. A (83)
5. E (9)	10. B (26)	15. A (45)	20. A (60)	25. B (89)