
Assessment

SuperSTAR Customer Service

First Edition

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

- 1) Discuss the elements of SuperSTAR Customer Service, including Moments of Truth, Misery, Mediocrity, and Magic; and learn to CARE for customers.
- 2) Apply Moment of Magic I: Mental Psyche.
- 3) Apply Moment of Magic II: The Greeting.
- 4) Apply Moment of Magic III: Meeting the Need.
- 5) Apply Moment of Magic IV: Follow-through.
- 6) Apply Moment of Magic V: Handling Problems.



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Assessment Questions for SuperSTAR Customer Service, First Edition

Select the best response.

1. C.A.R.E. stands for Customers/Co-workers Are Really _____:
 - A. Exceptional
 - B. Excellent
 - C. Everything
 - D. Enormous
2. A moment of magic is anything you do that directly affects the customer's perception of you or your organization.
 - A. True
 - B. False
3. All jobs require _____.
 - A. a masters degree.
 - B. customer service.
 - C. love of people.
 - D. technical expertise.
4. The SuperSTAR Customer Service Model includes mental psyche, meeting the need, the greeting, handling problems, and follow-through.
 - A. True
 - B. False
5. The first step to satisfying customers has nothing to do with customers but:
 - A. everything to do with you!
 - B. is all about your manager.
 - C. everything to do with what you're selling.
 - D. is all knowing your products and services.
6. Mental Psyche is self-managed preparation. It helps you CARE about the customer in all circumstances.
 - A. True
 - B. False

7. Part of Mental Psyche is:
 - A. Verbalize that this is the right thing to do and that you do CARE. Say it!
 - B. Paraphrase the customer!
 - C. Acknowledge how the customer is feeling.
 - D. Actualize it—believe it!
8. Once Mental Psyche is done, you don't have to do it again.
 - A. True
 - B. False
9. Which answer doesn't belong? According to research, customers want:
 - A. Understanding and timely help with problems
 - B. Follow-through on commitments and promise
 - C. Free service whenever possible
 - D. Friendliness, kindness, and courtesy
10. Customers leave companies more because of product or price issues than they do from poor service.
 - A. True
 - B. False
11. Good Listening requires which of the following?
 - A. Good eye contact and team support.
 - B. Creativity and the ability to deal with diverse people.
 - C. Empowerment and the ability to ask questions.
 - D. That you want to listen and know how to paraphrase.
12. Follow-through includes things such as: Returning calls or emails promptly, asking to be of further assistance, saying "thank you," etc.
 - A. True
 - B. False
13. A satisfied customer tells 4-6 customers. An unsatisfied customer tells _____ customers.
 - A. 1 to 3
 - B. 2 to 4
 - C. 8 to 12
 - D. 6 to 8
14. SuperSTAR Customer Service isn't about action but knowledge.
 - A. True
 - B. False

15. The following sentence is a _____ tip: Convey eagerness to help. Be positive and upbeat in your voice. Have some enthusiasm and a sense of urgency in your efforts.
- A. proper sales
 - B. action step
 - C. follow-through
 - D. customer greeting
16. When referring to Mental Psyche, don't think about your feelings, just get the job done!
- A. True
 - B. False
17. When handling a customer problem:
- A. Remember, the customer is always the customer, even when he or she is wrong.
 - B. Acknowledge your feelings to the customer.
 - C. Let someone else handle it.
 - D. Being a little assertive helps get the message across.
18. Remember an underlying principle of SuperSTAR customer service: Exceed the customer's expectations.
- A. True
 - B. False
19. When handling customer complaints or problems, which method below refers to being assertive and direct?
- A. The St. Bernard style
 - B. The Fox style
 - C. The Lion Style
 - D. Get help
20. Some research claims that the main reason customers flee a business for the competition is the indifferent, poor attitude of its employees.
- A. True
 - B. False
21. What's the purpose to handling problems?
- A. to get the customer off your back.
 - B. to keep the customer from getting angry.
 - C. to satisfy customers who have problems and keep them coming back.
 - D. to gain power.

22. Always remember: The customer isn't always the priority, especially if he or she is wrong.
- A. True
 - B. False
23. Which doesn't belong with handling complaints?
- A. Listen and empathize.
 - B. Deal with the person
 - C. Think about how to change the customer's mind.
 - D. Apologize.
24. Small things done consistently in strategic places create major impact.
- A. True
 - B. False
25. Which of the following isn't an action step for Following-through.
- A. Do what you say you'll do—plus
 - B. Listen effectively
 - C. Add personal comments of appreciation
 - D. Ask to be of further service
26. The purpose of Meeting the Need is to deliver SuperSTAR Customer Service to protect the company from customers who want aren't trustworthy.
- A. True
 - B. False
27. Which of the following is an action step for Meeting the Need:
- A. Smiling and being upbeat
 - B. Offering options
 - C. Sending thank you notes
 - D. Visualizing, verbalizing, and vitalizing
28. Acting determined and persistent is a poor trait for a SuperSTAR customer service provider.
- A. True
 - B. False
29. _____ are always present with customers. You make these misery, mediocre, or magic by what you do and your attitude while you do them.
- A. Ups and downs
 - B. Negative, skeptical feelings
 - C. Moments of truth
 - D. Curiosity and interest

30. People who feel bad about themselves deliver SuperSTAR Customer Service, regardless of the situation or circumstances.
- A. True
 - B. False
31. _____ is the one area where most service people fail with external or internal customers.
- A. Follow-through
 - B. Customer service
 - C. Action planning
 - D. Eye Contact
32. Nearly 70% of business calls don't reach the intended person. Not returning a call or email is rude and unprofessional.
- A. True
 - B. False
33. The objective of Moment of Magic II: _____ focuses on addressing customers with the utmost friendliness and professionalism.
- A. Mental Psyche
 - B. Meeting the Need
 - C. The Greeting
 - D. Follow-through
34. On average, three in four customers of a company have a complaint against it.
- A. True
 - B. False
35. “_____” customer service people really care, own great attitudes, and extend themselves to make customers feel special.
- A. Mediocre
 - B. All
 - C. Satisfactory
 - D. Excellent
36. Visualize—see it, verbalize—say it, and vitalize—do it are all parts of mental psyche.
- A. True
 - B. False

37. SuperSTAR Customer Service is planned acts of _____.
- A. responsibility
 - B. respect
 - C. kindness
 - D. loyalty
38. “You’ll really regret not having this,” is a comment used by SuperSTAR customer service people to reassure their customers.
- A. True
 - B. False
39. Which of the following isn’t a comment to show extra appreciation to delight customers?
- A. “Take care of yourself.”
 - B. “Thanks again for your business.”
 - C. “Please come again.”
 - D. “I’ll see you around.”
40. When handling customer complaints, the most important part is gathering all of the facts about the customer’s problem.
- A. True
 - B. False

Assessment Answer Key for SuperSTAR Customer Service, First Edition

Recommended response (Corresponding workbook page)

1. C (16)	11. D (53)	21. C (90)	31. A (68)
2. B (15)	12. A (73)	22. B (90)	32. A (71)
3. B (9)	13. C (39)	23. C (89)	33. C (73)
4. A (22)	14. B (41)	24. A (55)	34. B (39)
5. A (27)	15. D (43)	25. B (73)	35. D (11).
6. A (29)	16. B (26)	26. B (61)	36. A (27)
7. A (32)	17. A (86)	27. B (61)	37. C (41)
8. B (32)	18. A (15)	28. B (31)	38. B (55)
9. C (33)	19. C (84)	29. C (57)	39. D (70)
10. B (40)	20. A (87)	30. B (26)	40. B (84)