
Assessment

Telephone Skills that Satisfy Customers

First Edition

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

- 1) Keep a positive attitude, and understand how setting goals can help with that.
- 2) Prepare yourself to deal with people on the phone, and answer the phone effectively and professionally.
- 3) Ask questions, listen effectively, and take action to meet customers' needs.
- 4) Assess your own customer focus, and handle the seven moments of truth for customer service on the telephone.
- 5) Add value to set yourself and your company apart so that customers want to work with you.



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Assessment Questions for Telephone Skills that Satisfy Customers, *First Edition*

Select the best response.

1. A moment of mediocrity occurs when:
 - A. You go the extra mile.
 - B. You neglect or ignore the customer's needs.
 - C. You only meet a customer's expectations.
 - D. A customer thanks you for excellent service.

2. "Excellent" customer service people really care, have great attitudes, and extend themselves to make customers feel special.
 - A. True
 - B. False

3. Which of the following is not a way to focus on areas for using the telephone properly and professionally to keep customers coming back?
 - A. Asking questions and listening effectively
 - B. Being brief and getting straight to the point
 - C. Keeping a positive attitude
 - D. Adding value

4. Anything you do that directly affects the customer's perception of you or your organization is a moment of misery.
 - A. True
 - B. False

5. Companies with the best customer service:
 - A. Have more people to help customers.
 - B. Don't usually make more profit.
 - C. Charge less for their products.
 - D. Offer greater job security and opportunities to their employees.

6. Whatever you are doing now, you should do it well, and take care of your customer in your current job.
 - A. True
 - B. False

7. Some research estimates that the _____ of the employees accounts for 80% of a company's customer service image and whether or not a customer will come back.
 - A. Appearance
 - B. Voice
 - C. Persuasion
 - D. Attitude
8. Business partners who share goals can cause lower job performance.
 - A. True
 - B. False
9. If _____ aren't identified, 91% of the unhappy customers will never come back.
 - A. Questions
 - B. Goals
 - C. Complaints
 - D. Prospects
10. Effective customer service and telephone skills require different ideas.
 - A. True
 - B. False
11. Which of the following is not a step in positive self-direction?
 - A. Listening to others
 - B. Identifying what you want
 - C. Setting goals
 - D. Taking the first step
12. Keeping a positive attitude, answering the phone professionally, and asking questions and listening effectively are the key basics of being a superstar on the phone.
 - A. True
 - B. False
13. Direct access, faster response time, and a more personable approach are some advantages of maintaining cell phone etiquette.
 - A. True
 - B. False
14. Taking messages is a lost art today because calls are often transferred to voice mail.
 - A. True
 - B. False

15. Research says that only one out of three _____ get through to a live person.
- A. Customer complaints
 - B. Potential customers
 - C. Job seekers
 - D. Business calls
16. You don't need to have good time management skills when making customer calls that are part of your job.
- A. True
 - B. False
17. The following two blanks use the same word or phrase: It seems like everybody uses _____ today. In 1998, 30% of people in the U.S. and Canada had _____ access. By 2008, this had exploded to over 80%.
- A. Internet
 - B. E-mail
 - C. Cell phone
 - D. Phone conferencing
18. Proper telephone etiquette is crucial to the image of your company.
- A. True
 - B. False
19. Use a person's _____ if they say you can, if you have developed a good relationship with the person, or if you know them well enough.
- A. Cell phone
 - B. Office phone
 - C. First name
 - D. Nickname
20. Normally, people speak at a rate of about 50 words a minute. If we talk too fast or too slow, it can be an irritant to customers.
- A. True
 - B. False
21. Which of the following is not a preparation tip for answering the telephone?
- A. Practice using your phone in advance. Don't practice on customers.
 - B. Don't use the speaker phone unless another person needs to be on the call. It's less personable.
 - C. Don't eat at your workstation. It's unprofessional to eat and answer or make customer calls.
 - D. Be as brief and to the point as possible. Most customers are in a hurry.

22. Answering the phone in three rings or fewer is ideal because your customer doesn't have to wait too long.
- A. True
 - B. False
23. _____ matters on the phone. Like many things in life, what you do is as important as well as how you do it.
- A. Acting bored
 - B. Voice tone
 - C. Motivating people
 - D. Talking slowly
24. Customers get a bad reputation in some companies and with some people.
- A. True
 - B. False
25. The following three blanks are the same word: You can succeed alone, but you'll multiply your success through the help of others. The key word is _____, _____, and _____.
- A. Call
 - B. Advertise
 - C. Motivate
 - D. Network
26. One of the least important ways we close a phone conversation is thanking the customer.
- A. True
 - B. False
27. What is the greatest challenge facing companies engaged in customer service improvement?
- A. Teamwork
 - B. Listening
 - C. Complacency
 - D. Follow-through
28. Going the extra mile means going well above the call of duty. This is also how to exceed a customer's expectation and keep customers.
- A. True
 - B. False

29. Abrupt answering of the phone, rude behavior, and excuses for a lack of action are just a few examples of what?
- A. Phone moments of misery
 - B. Moments of mediocrity
 - C. Satisfactory customer service
 - D. An impatient employee
30. Active listening means giving your undivided attention to the speaker to better understand the person's point of view.
- A. True
 - B. False
31. Listening has been called:
- A. The key ingredient to customer service.
 - B. The master skill and the highest form of courtesy.
 - C. Insignificant compared to delivery.
 - D. The best quality that the least people have.
32. Becoming too buddy-buddy with the customer and telling jokes are good habits to have when talking on the phone.
- A. True
 - B. False
33. Knowing your company, its products, its customer service policies, and its people is:
- A. Empathy
 - B. Reliability
 - C. Assurance
 - D. Responsiveness
34. You use closed-ended questions when you want customers to give you more information or explain what they want or what the problem is.
- A. True
 - B. False
35. Taking the time to help the customer yourself and doing whatever it takes is an example of:
- A. Listening
 - B. Having control
 - C. Voice tone
 - D. Taking action

36. The biggest single reason customers have complaints is because of poor or indifferent attitudes from the employees in a company.
 - A. True
 - B. False
37. The quality of your tone of voice is made up of energy, rate of speech, and _____.
 - A. Pitch
 - B. Volume
 - C. Clarity
 - D. Mood
38. What, where, why, and when are typical ways of beginning closed-ended questions.
 - A. True
 - B. False
39. When you're transferring calls, which of the following does not apply?
 - A. Know your system and know how to transfer calls.
 - B. Ask if you can help.
 - C. Tell the customer that the party isn't in, and ask him to call back later.
 - D. Ask the customer if he can hold, and then transfer the call.
40. Teamwork can be described as a group of people working collaboratively toward common goals.
 - A. True
 - B. False

**Assessment Answer Key for
Telephone Skills that Satisfy Customers, First Edition***Recommended response (Corresponding workbook page)*

1. C (5)	11. A (22)	21. D (32)	31. B (53)
2. B (7)	12. A (5)	22. A (37)	32. B (60)
3. B (5)	13. A (77)	23. B (40)	33. C (47)
4. B (5)	14. A (66)	24. A (84)	34. B (50)
5. D (6)	15. D (72)	25. D (96)	35. D (59)
6. A (26)	16. B (71)	26. B (88)	36. A (27)
7. D (13)	17. B (75)	27. C (92)	37. A (40)
8. B (26)	18. A (31)	28. A (90)	38. B (50)
9. C (27)	19. C (43)	29. A (85)	39. C (39)
10. B (15)	20. B (40)	30. A (55)	40. A (94)