

Assessment

Measuring Customer Satisfaction

First Edition

The objectives of this book are:

- To explain why measuring the quality of customer service reaps benefits
- To study the interaction of organization and customer
- To explain common measurement tools
- To explain principles of data analysis

■ CRISP_{series}

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Assessment Questions for Measuring Customer Satisfaction, First Edition

Select the best response.

1. To know what the customer needs, wants, and expects, you should:
 - A. Go by your business experience
 - B. Check out the competition
 - C. Ask the customer
 - D. Do a market analysis

2. Quality is:
 - A. The standards your company sets for itself
 - B. Whatever the customer says it is
 - C. An objective, measurable standard
 - D. Superior products presented by skilled workers

3. Lost profits are:
 - A. Not possible to measure in a way that can be useful
 - B. The total cost of poor service
 - C. The number of customers lost, times their average revenue value, times your profit margin
 - D. The closing and recovery costs of each account, times the number of lost accounts

4. It is often possible to improve customer service quality:
 - A. While cutting costs
 - B. While also realizing cost savings and increased profitability
 - C. But you will also have to improve product quality
 - D. All of the above

5. A non-measurable aspect of customer service is:
 - A. A customer's anxiety level
 - B. How long a phone customer is "on hold"
 - C. How many transfers it takes for special orders
 - D. The size of remaining inventory

6. Customers can help to implement your customer service program by:
 - A. Making suggestions for improvement
 - B. Serving on your advisory board
 - C. Answering questions
 - D. All of the above

7. Gaps between customers and providers are based primarily on:
 - A. Needs of customers and needs of providers
 - B. High quality or low quality
 - C. Provider and customer perception differences
 - D. How carefully the quality is measured by the provider

8. A measurement tool that is a vertical bar graph based on numerical information is a:
 - A. Check sheet
 - B. Pareto chart
 - C. Histogram
 - D. Scatter diagram

9. The easiest technique for measuring the frequency of poor quality events is:
 - A. Check sheet
 - B. Pareto chart
 - C. Histogram
 - D. Scatter diagram

10. A measurement tool that is based on characteristics of a product, process, or service is a:
- A. Check sheet
 - B. Pareto chart
 - C. Histogram
 - D. Scatter diagram
11. A measurement tool that studies the potential relationship between two variables is a:
- A. Check sheet
 - B. Pareto chart
 - C. Histogram
 - D. Scatter diagram
12. A measurement tool that breaks up data into discrete categories, which can be drawn as a Pareto chart, a histogram, or a run chart is:
- A. A cause-and-effect diagram
 - B. A control chart
 - C. A run chart
 - D. Stratification
13. A measurement tool that looks like a skeleton of a fish is:
- A. A cause-and-effect diagram
 - B. A control chart
 - C. A run chart
 - D. Stratification
14. A measurement tool that shows statistically-determined upper and lower limits is:
- A. A cause-and-effect diagram
 - B. A control chart
 - C. A run chart
 - D. Stratification

15. A measurement tool that is a collection of data points, plotted on a graph according to time is:
- A. A cause-and-effect diagram
 - B. A scatter diagram
 - C. A run chart
 - D. Stratification
16. Force field analysis can be defined as a way to:
- A. Compare forces going with you and forces going against you
 - B. Define the forces of the competition
 - C. Show you how to forcefully manipulate customer service in the field
 - D. Evaluate your salespeople in the field compared with those at the home location
17. If your product or service meets all your internal requirements, you can be confident that your customer will be satisfied.
- A. True
 - B. False
18. Secondary data differs from primary data in that it is more expensive.
- A. True
 - B. False
19. Qualitative research differs from quantitative research in that:
- A. Qualitative research uses hard data
 - B. Quantitative research uses a predetermined standard
 - C. Qualitative research is more objective
20. In constructing questions for a survey:
- A. Address each question to only one thought
 - B. Complex questions should come first
 - C. There should be no “yes” or “no” questions

21. The value of focus groups improves if run by an outside facilitator.
- A. True
 - B. False
22. Finding a company that is best at something and comparing your efforts in the same area to theirs defines:
- A. A customer satisfaction index
 - B. Service standards of performance
 - C. Benchmarking
 - D. Attribute rating
23. In statistical analysis, the median is:
- A. The average of all scores
 - B. The score in the middle of the responses
 - C. The difference between the highest and lowest scores
24. Demographic information:
- A. Should always include customers' income level
 - B. Is defined as information about the location of individuals
 - C. Is a way to classify individual respondents
25. Regarding statistical analysis:
- A. The more complex the analysis, the better
 - B. The analysis of results is the final step.
 - C. Applying the analysis is the final step

Answer Key for Measuring Customer Satisfaction, First Edition

Recommended response (Corresponding workbook page)

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|-----------|------------|------------|---------------|------------|
| 1. C (7) | 6. D (17) | 11. D (38) | 16. A (45) | 21. A (70) |
| 2. B (7) | 7. C (26) | 12. D (42) | 17. B (49) | 22. C (74) |
| 3. C (9) | 8. C (36) | 13. A (39) | 18. B (54) | 23. B (79) |
| 4. B (11) | 9. A (33) | 14. B (41) | 19. B (55) | 24. C (78) |
| 5. A (15) | 10. B (36) | 15. C (40) | 20. A (60,61) | 25. C (80) |