

# Assessment

## ***Beyond Customer Service*** ***Revised Edition***

The objectives of this book are:

- To explain how good customer service can expand beyond the immediate sale
- To provide insights into the needs and expectations of customers
- To show how to retain customers through employee training and effective communication
- To provide examples of quality customer service



## **Assessment Questions for *Beyond Customer Service, Revised Edition***

*Select the best response.*

1. The U. S. Office of Consumer Affairs believes that if 25% of your customers are dissatisfied, in 10 years you will lose an amount of customers equal to:
  - A. 25% of your annual revenue
  - B. Half your annual revenue
  - C. Your annual revenue
  - D. Twice your annual revenue
  
2. The least expensive way to acquire new customers is through:
  - A. Radio ads
  - B. Word of mouth
  - C. Signs on your property
  - D. Telephone soliciting
  
3. Customer needs:
  - A. Are predictable
  - B. Change regularly
  - C. Will be satisfied by an excellent product
  - D. None of the above
  
4. All customers need:
  - A. Help
  - B. Satisfaction
  - C. Understanding
  - D. Respect
  - E. All of the above

5. Your best knowledge of customers' needs will come from:
  - A. Asking yourself about your business
  - B. Questioning the competition
  - C. Asking what they expect of you
  - D. Reading about trends
6. Angry customers need time to vent. They should be given uninterrupted talk time of:
  - A. At least 15 seconds
  - B. 30 seconds to one minute
  - C. 30 seconds to two minutes
  - D. Any length of time
7. Customer service employees must have the authority to make decisions on the spot to satisfy customers.
  - A. True
  - B. False
8. Proactive customer service:
  - A. Is more important than reactive customer service
  - B. Begins before the customer walks in the door
  - C. Is a basic marketing tool
  - D. All of the above
9. Customers are:
  - A. The people who buy from a company
  - B. A company's staff
  - C. Company stockholders
  - D. All of the above

10. If a company assigns an employee to research why orders are declining, the employee should:
- A. Interview store managers
  - B. Listen to customers
  - C. Study the competition
  - D. All of the above
11. A value-added service:
- A. Always costs the customer more money
  - B. Provides customers with more than they expected
  - C. Is not necessarily driven by customer wants or needs
  - D. All of the above
12. Customer reward programs may provide rewards for customers who:
- A. Make many purchases
  - B. Make frequent purchases
  - C. Find other customers
  - D. Retain company loyalty over time
  - E. All of the above
13. Writing a personalized letter to customers:
- A. Wastes time
  - B. Is always less effective than a newsletter
  - C. Can be simplified with a computerized database
  - D. None of the above
14. Your customer is:
- A. Anyone who depends on your work
  - B. Those who buy from you
  - C. Your staff, if you are the employer
  - D. All of the above
15. When customers have problems or complaints, give them:
- A. Proactive customer service
  - B. Reactive customer service

16. Having empathy for unhappy customers means:
- A. Apologizing to them
  - B. Making restitution
  - C. Pacifying them
  - D. Understanding their feelings
17. Most service recovery and restitution programs fail because companies:
- A. Did not apologize
  - B. Were not sincere in their desire to help
  - C. Did not provide a free gift
  - D. Did not find out if the customer was satisfied
18. Customers buy to:
- A. Save or make money
  - B. Save time
  - C. Feel secure
  - D. Boost their egos
  - E. All of the above
19. Studies show that training employees to both do their jobs and provide quality customer service can raise profits by:
- A. Between 2% and 10%
  - B. Up to 20%
  - C. An insignificant amount
  - D. 50% or more
20. A customer with a kinesthetic perceptual style uses words such as:
- A. Perspective and foggy
  - B. Expression and off-key
  - C. Hands-on and clumsy
  - D. None of the above

21. A customer advocate is:
- A. Any satisfied customer
  - B. A recommender
  - C. A person who talks positively about your business
  - D. A person who does not have to be rewarded
22. How an employer treats employees has an impact on how employees treat customers.
- A. True
  - B. False
23. Turning a complaint into a sale:
- A. Is not ethical
  - B. Is inappropriate
  - C. Can be both ethical and practical
  - D. Is easy
24. What customers expect from a business can be quite different from what they receive.
- A. True
  - B. False
25. Whatever you are doing now to service and satisfy customers:
- A. May not be sufficient to keep them tomorrow
  - B. May not be better than what your competitors are doing
  - C. Should be reviewed and changed frequently to be made better
  - D. All of the above

## **Answer Key for Beyond Customer Service, Revised Edition**

### ***Recommended response (Corresponding workbook page)***

1. D (6)	6. C (30)	11. B (91)	16. D (59)	21. C (76)
2. B (13)	7. A (40)	12. E (52)	17. D (21)	22. A (39)
3. B (15)	8. D (37)	13. C (49)	18. E (11)	23. C (80)
4. E (21)	9. D (39)	14. D (39)	19. B (63)	24. A (11)
5. C (22)	10. D (82)	15. B (37)	20. C (70)	25. D (15-18)