

# Assessment

# ***Customer Satisfaction***

## ***Third Edition***

The objectives of this book are:

- To explain why satisfying customers, the people part of your job, is as important as doing the technical part of your job
- To show how to use the tools of customer satisfaction
- To provide techniques of overcoming barriers to customer satisfaction

■ CRISP<sub>series</sub>

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## **Assessment Questions for Customer Satisfaction, Third Edition**

*Select the best response.*

1. If you have not had any complaints, your customers:
  - A. Are probably satisfied
  - B. Are probably not satisfied
  - C. May not be satisfied
  
2. The secret to resolving most “people problems” is to take things:
  - A. Personally
  - B. Professionally
  
3. If you ask, “How can we solve this situation,” you are:
  - A. Being professional by focusing on the issue
  - B. Taking the situation personally by focusing on yourself
  - C. Trying to distract the customer from the issue
  
4. If your interest in what is happening in the world around you has declined:
  - A. You should change your job.
  - B. You may be suffering from burnout.
  - C. Your family life may be suffering.
  - D. You should change your lifestyle.
  
5. When an employee achieves a measurable target:
  - A. The employee gains a sense of accomplishment.
  - B. The employee will easily grow bored and lose interest.
  - C. The employee feels like he or she is making a contribution.
  - D. A and C

6. Which of the following does not demonstrate that an employee is taking care of his own needs?
  - A. Speaking up and putting his ideas in writing
  - B. Hoping people will recognize his work accomplishments
  - C. Asking directly what he wants
  
7. Which of the following are symptoms that you may be suffering from burnout?
  - A. Complaining
  - B. Use of artificial stimulants
  - C. Decreased concentration
  - D. Impatience
  - E. All of the above
  
8. Taking the time to listen to an upset customer will help you:
  - A. Understand what the customer is thinking
  - B. Understand what the customer is feeling
  - C. Collect your thoughts
  - D. All of the above
  
9. Cooperation is more likely to happen if you treat a person with whom you work:
  - A. As another employee
  - B. Informally
  - C. Formally
  - D. As a customer
  
10. If an employee knows that she excels at her job simply because she has done it for years:
  - A. She still may have weaknesses without quality feedback from customers.
  - B. She is correct regardless of customer feedback.
  - C. She probably makes mistakes often.
  - D. All of the above

11. Customer satisfaction is defined by:
  - A. The supplier
  - B. The customer
  - C. Upper management
  
12. Usually, the best procedure in setting a business target is to have:
  - A. Management, employees, and customers set the target
  - B. Management set the target
  - C. Management and employees set the target
  - D. An analysis of the goals of the competition
  
13. When establishing customer targets, the employee should:
  - A. Guess what the customer may need without the customer's input
  - B. Define the customer's goals without involving the customer
  - C. Help the customer define her expectations
  
14. It doesn't matter if the customer is right or wrong.
  - A. True
  - B. False
  
15. If you believe the customer is wrong, you should:
  - A. Accept the blame anyway
  - B. Point out the customer's error
  - C. Solve the problem without blaming yourself or others
  - D. Avoid dealing with that particular customer
  
16. Using blaming statements when something goes wrong:
  - A. Will make you look better to the customer
  - B. Wastes time and is unproductive
  - C. Will help get the problem resolved

17. When you encounter a difficult person:
- A. Keep the spotlight away from yourself
  - B. Focus on the issue at hand
  - C. Both of the above
18. Which is the better course of action when telling a customer a repair has been delayed?
- A. Do not call the customer until the work is completed
  - B. Tell the customer, “In order to fix the problem properly, we had to order a new part, therefore...”
  - C. Tell the customer, “Your repair is going to take longer than expected, because...”
19. When you tell your customers the actions you will take by using an “I will...” statement:
- A. It builds their confidence in you.
  - B. They’ll understand why you may not have an immediate answer.
  - C. You mentally condition yourself to take action.
  - D. All of the above
20. You should call a customer even if that person is irate:
- A. Rather than waiting until your customer is calling you
  - B. Because this reduces your own tension and builds your customer’s trust in you
  - C. Because informed customers are much more cooperative
  - D. All of the above
21. Customer satisfaction skills improve relationships with:
- A. Family and friends
  - B. People inside the organization
  - C. People outside the organization
  - D. All of the above

22. Treating your boss as a customer:
- A. Will save you time
  - B. Is a waste of your customer satisfaction skills
  - C. Will undermine the respect your boss has for you
23. Waiting for complaints and compliments will make your job more pleasant than asking for ongoing customer feedback.
- A. True
  - B. False
24. Once you understand the skills which help increase customer satisfaction:
- A. You no longer need to work on them.
  - B. Your old habits will no longer affect you.
  - C. You must practice these skills over and over until they feel natural.
25. Two effective methods to verify customers' expectations are to begin your sentences with "I know..." or "I understand..."
- A. True
  - B. False

## **Answer Key for Customer Satisfaction, Third Edition**

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

- |           |            |            |               |                 |
|-----------|------------|------------|---------------|-----------------|
| 1. C (97) | 6. B (27)  | 11. B (47) | 16. B (59)    | 21. D (10)      |
| 2. B (15) | 7. E (24)  | 12. A (52) | 17. C (18-19) | 22. A (41-42)   |
| 3. A (19) | 8. D (67)  | 13. C (52) | 18. B (90)    | 23. B (100-101) |
| 4. B (23) | 9. D (37)  | 14. A (58) | 19. D (80)    | 24. C (94)      |
| 5. D (28) | 10. A (97) | 15. C (59) | 20. D (92)    | 25. B (70)      |