

## Assessment

# *Telephone Courtesy & Customer Service*

*Third Edition*

The objectives of this book are:

- To describe the basics of providing high-quality customer service
- To explain proper telephone skills
- To explore the importance of understanding customer needs
- To explain the essential role customer service plays in creating a favorable impression of the company

■ CRISP<sub>series</sub>

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## **Assessment Questions for Telephone Courtesy & Customer Service, Third Edition**

*Select the best response.*

1. Customer service is the responsibility of:
  - A. The customer service department
  - B. The president of the organization
  - C. Upper management
  - D. Anyone who has contact with the customers
  
2. The four answering courtesies:
  - A. Will improve customers' perception of your company
  - B. Only take about three seconds
  - C. Include introducing yourself to customers
  - D. All of the above
  
3. The mouthpiece of the telephone should be held:
  - A. Below the speaker's mouth
  - B. Directly in front of the speaker's mouth
  - C. Above the speaker's mouth
  
4. Ideally, placing a customer on hold should:
  - A. Not happen
  - B. Be preceded by saying "Please hold"
  - C. Be preceded by asking the customer's permission
  
5. Your speaking voice:
  - A. Cannot be controlled
  - B. Should not vary in tone or pitch
  - C. Should convey enthusiasm
  - D. Should be as fast and clear as possible

6. Which of the following is an objection?
  - A. "Why does this bill show \$107?"
  - B. "What can you do about the back order?"
  - C. "You don't understand. I need someone out here today."
  - D. "When will it be in stock?"
  
7. If a telephone caller objects to a company policy, the objection should be:
  - A. Ignored
  - B. Challenged because the policies are not negotiable
  - C. Responded to immediately and in positive terms
  
8. Successful negotiation means:
  - A. Giving full satisfaction
  - B. Reaching a satisfactory compromise
  - C. Being firm and unyielding
  - D. None of the above
  
9. You should not make follow-up calls to customers who were irate in their last dealings with you.
  - A. True
  - B. False
  
10. When dealing with angry customers, you should:
  - A. Propose an action plan
  - B. Never apologize
  - C. Listen carefully
  - D. A and B
  - E. A and C
  
11. A frequent mistake in dealing with passive customers is:
  - A. Asking if they are happy with the service
  - B. Building rapport with them through conversation
  - C. Taking them for granted

12. If dealing with a talkative customer, you should provide minimal response.
- A. True
  - B. False
13. Respond to an assertive caller by using:
- A. Social conversation
  - B. Direct statements
  - C. A demanding tone
  - D. None of the above
14. It is always acceptable to address a customer by his first name if:
- A. You have been called by your first name
  - B. You know the caller
  - C. You have established rapport over time
  - D. The customer requests it
15. “Our service person should be there on Friday” is a positive statement to customers.
- A. True
  - B. False
16. When ending a telephone conversation with a customer, you should always:
- A. Ask for repeat business
  - B. Use the customer’s name
  - C. Say “thank you”
17. The problem with saying, “Ms. Jones is still at lunch” is that “still” implies a long lunch hour.
- A. True
  - B. False
18. To get specific feedback on how a product arrived, you should ask the customer:
- A. “When did you get it?”
  - B. “What was the condition of the shipment when it arrived?”
  - C. “Was everything included in your order?”

19. Closed questions are helpful in getting agreement.
- A. True
  - B. False
20. The number of times a phone rings before a customer gets an answer has no effect on the customer's impression of your company.
- A. True
  - B. False
21. When asking a customer for permission to call her back, you should:
- A. Explain the need for a callback
  - B. Make a commitment to call at an agreed time
  - C. Personalize your statements
  - D. All of the above
  - E. A and B
22. A positive attitude:
- A. Is an inborn trait
  - B. Cannot be affected by negative influences
  - C. Has nothing to do with job satisfaction
  - D. Is your choice
23. The telephone statement most likely to receive a positive reaction is:
- A. Sorry, that's not my job.
  - B. Tammy's out. Any message?
  - C. Thanks for your order.
  - D. Good morning, ABC Corporation.
24. Which of the following is an open question?
- A. Do you have your bill handy?
  - B. Is that a good time to call?
  - C. What is a good time to call?
  - D. May I do that for you?

25. When you are unable to deliver on your promises, you should:
- A. Keep the customer informed
  - B. Accept responsibility for errors
  - C. Be honest with the customer
  - D. All of the above
  - E. None of the above

**Answer Key for  
Telephone Courtesy & Customer Service, Third Edition**

*Recommended response (Corresponding workbook page)*

- |           |            |            |            |               |
|-----------|------------|------------|------------|---------------|
| 1. D (4)  | 6. C (25)  | 11. C (45) | 16. C (63) | 21. D (52)    |
| 2. D (18) | 7. C (24)  | 12. A (46) | 17. A (55) | 22. D (75)    |
| 3. B (11) | 8. B (26)  | 13. B (41) | 18. B (31) | 23. C (90-91) |
| 4. C (12) | 9. B (30)  | 14. D (16) | 19. A (34) | 24. C (32)    |
| 5. C (14) | 10. E (43) | 15. B (56) | 20. B (17) | 25. D (39)    |