

Chapter 10 Review Quiz

This section contains quizzes to help you verify what you have learned in the chapter. Your instructor may ask you to submit your work for grading. Also, the Review Quiz is a good study tool because many of the questions in exams for the course will be taken from the quizzes.

Fill in the Blank

Fill in the missing word or words in each sentence.

1. Without _____, businesses fail.
2. Customers purchase a product or service based on its price, its _____, and customer service.
3. When customers have complex questions about a product or service, they want personal contact with a(n) _____.
4. "Hello, may I help you?" is a(n) _____ that tells customers that you acknowledge them and are ready to help.
5. A customer knows you are _____ when you look at the customer, nod your head in response to what he or she is saying, and do not interrupt them.
6. To understand a customer's needs, ask _____ questions such as "How do you plan to use this tool?"
7. Customers are able to chat with customer service representatives _____ as though they are speaking face-to-face.
8. When action is taken to resolve customer _____, businesses gain loyal customers.
9. Workers who have the skill of service _____, listen to learn the wants and needs of customers and actively seek to help customers.
10. Ultimately, all jobs are about _____ customers.

complaints
listening
quality
serving
employee
open-ended
online
customers
greeting
orientation

Multiple Choice

Circle the letter that best completes each statement or answers each question.

1. Which is the wisest action to take when dealing with a rude customer?
 - a. Tolerate the rudeness without responding.
 - b. Ignore the customer and serve other customers.
 - c. Return the customer's rude behavior.
 - d. Ask how you can help and provide the service.
 - e. Express your anger to the customer.
2. What is the main reason businesses lose customers?
 - a. Prices are considered too expensive.
 - b. Friends recommend a different business.
 - c. Employees do not offer good customer service.
 - d. Customers move from the area.
 - e. Customers are dissatisfied with the merchandise.

3. JaLyn is helping a customer when a second customer comes into the store. What action should JaLyn take?
 - a. Excuse herself and tell the first customer that she will return.
 - b. Ignore the second customer until the first customer leaves.
 - c. Ignore the first customer to help the second customer.
 - d. Greet the second customer and remain with the first customer.
 - e. Tell the first customer to wait while you help the second customer.
4. When a business phone is not answered promptly, customers will most often
 - a. call back later.
 - b. hang up.
 - c. know employees are busy.
 - d. assume the phone system is not working.
 - e. assume the business is closed.
5. What is the result of a business providing good customer service?
 - a. Customer spending increases.
 - b. Customer complaints increase.
 - c. Product quality decreases.
 - d. Service/product price increases.
 - e. Service/product price decreases.
6. When dealing with an angry customer, you should
 - a. act as if you do not notice the anger.
 - b. express your own feelings about the problem.
 - c. listen, offer a solution, and ask if it is satisfactory.
 - d. avoid involving your supervisor.
 - e. listen without responding.
7. Connor answers the office phone. The caller wants to speak with his coworker who is not available. What should Connor do?
 - a. Tell the caller to call back next week.
 - b. Ask to take a message and deliver it to the coworker.
 - c. Offer an explanation of why the coworker is unavailable.
 - d. Tell the caller that the coworker will return the call at 1:00 p.m.
 - e. Tell the caller the coworker is gone.
8. Businesses offering online customer service
 - a. require employees to have creative writing skills.
 - b. are not concerned with employees' writing skills.
 - c. serve customers in the same way as those businesses offering face-to-face service.
 - d. have standard responses used by workers for a clear, concise response.
 - e. are not concerned with good customer service.

9. It is best to _____ when you can't provide the product or service a customer wants.
 - a. make an excuse for not being able to meet a customer's need
 - b. get the customer's contact information to be able to call them should you offer the product or service in the future
 - c. remind the customer to contact you when they have another need
 - d. offer competitor products or services to meet the customer's need
 - e. sell the customer the product or service that you have available
10. Loyal customers return to purchase products or services from the same business. According to business studies, why do customers return?
 - a. the location and popularity of the business
 - b. the recommendations of acquaintances
 - c. the product price, quality, and customer service
 - d. the regularly advertised sales with reduced prices
 - e. the commitment to buying from a local business

True or False

Read the following statements. Put a *T* after each true statement and an *F* after each false one.

1. Good customer service means you should go out of your way to help customers who seek service from your organization. _____
2. A frustrated phone customer may hang up if put on hold for several minutes with no interaction. _____
3. As a customer is explaining their problem, you should interject numerous questions. _____
4. If a worker has been assigned to stock shelves, he should not stop to help a customer find an item in another aisle of the store. _____
5. Manufacturing workers producing a high-quality product are helping their organization provide good customer service. _____
6. When communicating with a customer on the phone or online, a worker should act with the same courtesy used in a face-to-face conversation. _____
7. When transferring a customer's call to a coworker, you should make sure the coworker answers before hanging up. _____
8. Returning customers have little effect on the stability of the business. _____
9. Completing all the tasks your supervisor has assigned to you is your primary job. _____
10. Customers sense the attitudes of workers whether friendly or not. _____