**Distinction College**

**Customer Service**

**Quiz**

**Multiple choice**

**Circle the correct answer for each question.**

1. A \_\_\_\_\_\_\_\_\_\_\_\_ is a person who buys goods or services from a shop or business.
2. Customer
3. Person
4. Retailer
5. Service provider
6. When a business has great \_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer service it creates customer satisfaction.
7. Internal
8. Expectation
9. External
10. Experience
11. This is when we assume that the other person has certain characteristics based on the group which they belong.
12. Semantic
13. Emotional
14. Physical
15. Stereotyping
16. This is the study of the meaning of signs to achieve a desired effect on an audience.
17. Perpetual bias
18. Semantics
19. Stereotyping
20. Language
21. A customer walks into the office and ask for the deadline to file a permit application. You don’t know the answer. Which of the following is the suitable thing for a service provider to do?
22. Tell the person what you think the answer might be
23. Refer the person to your supervisor
24. Say that you are not allowed to give out that information to the public.
25. Inform the person that you don’t know but will find out.
26. As a customer service representative at Digicel. A customer calls complaining about the poor quality service that he has being receiving from the company. You should first:
27. Assume that he is just blowing off steam and ignore his complaints
28. Check into the legitimacy of the complaints.
29. Ask for advice from your supervisor on the best way to handle the person.
30. Regard the complaints as accurate and take immediate steps to correct them

(1 mark each)

**Write true or false for the following statements**

1. It is not important for the customer to finish speaking since the customer service provider can guess what he/ she is going to say. It is always a good gesture that enables you to save time.\_\_\_\_\_\_\_\_\_\_\_
2. When a customer ask a question, immediately after the question is asked the service provider should go ahead and respond without seeking any clarity from the customer. You don’t want to keep the other customers waiting.\_\_\_\_\_\_\_\_\_\_
3. It is important for a service provider to stop what he or she is doing when talking to a customer, even though many customers may be waiting on your service.\_\_\_\_\_\_\_\_\_\_\_
4. A service provider should always give complete attention to the customer when the customer is speaking to him or her, even if he/she has something more important to do.\_\_\_\_\_\_\_\_\_
5. The feedback is not important in the communication process, if you do not respond then the communicator should assume what your response would be .\_\_\_\_\_\_\_\_\_\_\_

**Answer the following questions in the space provided.**

1. What is a closed question? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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b. Give 2 examples of a closed question.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What is an open ended question?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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b. Give 2 examples of open ended questions.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Identify 3 needs of customers.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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b. Has a customer service representative, how would you satisfy 2 needs identified in (a) above.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. You are service provider, A customer comes into the store awaiting your service, you notice that he keeps glancing on his watch.
2. Why do you believe that this customer keeps looking at his watch? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How would you approach this customer.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. You work as the supervisor of a small team that sells advertising space in TradeUp!, a motoringmagazine. You report directly to Dan Clark, the Editor in Chief and owner of the magazine.

You have the following tasks to complete today:

You have been asked to deal with the following complaint recorded in the customer complaints log this morning. The cause was an error in completing the order form by a junior member of staff. Using the letterhead below, write a letter of apology to deal with the matter effectively and informing the client of the action to be taken by the organization to ensure it does not happen again.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | **TradeUp! Complaint Log** | | |
|  | Customer | Alan Baker |  | Customer | Lea Valley Auto Traders |
|  | Name |  | company |
|  |  |  |  |
|  | Customer | River Trading Estate | | Complaint |  |
|  | Enfield |  | (today) |
|  | Address |  | Date |
|  | EN8 6TT |  |  |
|  |  |  |  |  |

Complaint:

**Mr Baker bought advertising space on our ‘3 months for the price of 2’ promotion. However, his advert only appeared in 2 editions of the magazine. He is a new client and is very disappointed that we have not fulfilled our offer. There is the possibility of regular business if we can satisfy this customer.**

**Use the blank space with letter header to write the letter**

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