

Effective Customer Service- Summary Questionnaire

Name:

Section:

Date:

1 The way in which we deliver a service to our customers is referred to as:	
a	Material service
b	Self service
c	Personal service
d	Public service

2 When we distinguish between the tasks we must carry out and the level of customer satisfaction we aim to achieve, what terms do	
a	Function and form
b	Function and essence
c	Spirit and essence
d	Form and fitness

3 Who is responsible for resolving a complaint?	
a	Team leader
b	Line manager
c	Call handler
d	Someone else

4 What type of question invites a "yes" or "no" response?	
a	Open question
b	Probing question
c	Closed question
d	Leading question

5 If a caller is angry you should:	
a	Ignore it
b	Argue
c	Acknowledge his/her anger
d	Call your supervisor

6 When should a probing question be used?	
a	When you don't believe the first answer
b	To intimidate the other person
c	To get more information
d	To cause confusion

7 A question beginning with "When..." "Who..." "How...", etc. is :	
a	An open question
b	A leading question
c	A closed question
d	A hypothetical question

8 Making a conscious effort to ensure that the caller knows we are taking a genuine interest in what he/she is saying is referred to as:	
a	Conscious listening
b	Positive listening
c	Active listening
d	Acute listening

9 In all cases you should aim to:	
a	Resolve the complaint
b	Apportion blame
c	Avoid responsibility
d	Refer the complaint to someone else

10 When noting the outcome of a call, you should:	
a	Record the main points
b	Use neutral, non-judgemental language
c	Set out a clear action plan
d	Do all of the above