
The Art of Customer Service... Influence with Ease[®]

Video Course Questionnaire

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Learner Name:

Organization's E-Learning Course administrator's use only:

Participant's score: /29 = % (minimum score is 75%).

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Instructions

Use the authorized access code to view the online video, ***The Art of Customer Service... Influence with Ease***[®]. Then answer the questions below. Then submit this completed Questionnaire to your organization's course administrator. The administrator will check your answers, and when you meet or exceed the 75% passing grade, issue your certificate.

1. Which two words, when used more frequently, will improve people's impression of you by 12%

- a) Please, thanks
- b) You're welcome
- c) For you
- d) May I

Your answer:

2. When phoning someone you haven't met, you should generally ask, "How are you?"

- a) True
- b) False

Your answer:

3. The foundation of loyalty is:

- a) Friendliness
- b) Quality
- c) Trust
- d) Low Price

Your answer:

4. A customer is:

- a) Anyone who buys or uses your products or services
- b) Your co-worker
- c) Your supervisor
- d) The people who report to you
- e) All of the above

Your answer:

5. Why is customer service important?

- a) It generates repeat business
- b) It generates additional revenue and job security
- c) It feels good providing good service
- d) All of the above

Your answer:

6. Social media has meant that customer service has become less important.

- a) True
- b) False

Your answer:

7. Order-taking (processing transactions) is one the most highly valued roles in an organization.

- a) True
- b) False

Your answer:

8. Most customers buy primarily based on low price.

- a) True
- b) False

Your answer:

9. The best way to compete with price discounters is to:

- a) Not be better. Instead, be different.
- b) Cut your prices so they are lower than theirs
- c) Spend more on advertising

Your answer:

10. When giving a time estimate on something that you know will be delivered first thing tomorrow, the most effective way to communicate it is:

- a) "You'll receive it tomorrow."
- b) "You'll receive it within 24 hours."
- c) "We'll try to have it delivered by first thing tomorrow."

Your answer:

11. A simple phrase that translates features into benefits is:

- a) "It's good because..."
- b) "It's the cheapest..."
- c) "What that means to you is..."

Your answer:

12. The recommended way for "Bob" to answer the phone is:

- a) "Thanks you for calling ABC Company. This is Bob."
- b) "Good morning, this is Bob speaking."
- c) "Hello."

Your answer:

13. One of the most powerful questions you can ask a new customer is:

- a) "How familiar are you with this?"
- b) "How are you?"
- c) "Can I help you?"

Your answer:

14. The recommended way to acknowledge a customer's time is by asking:

- a) "Are you in a hurry?"
- b) "How's your time; are we OK?"
- c) "Are you busy?"

Your answer:

15. Which phrase tends to reduce customer confidence?

- a) "Trust me."
- b) "To be honest with you."
- c) "To tell you the truth."
- d) All of the above

Your answer:

16. Three things to include in a buying conversation, website, brochure, or advertisement are:

- a) Benefits, uniqueness, evidence
- b) Features, price, timing

Your answer:

17. Types of evidence that help customers feel more confident about buying include:

- a) Photos
- b) Testimonials
- c) Personal stories
- d) All of the above

Your answer:

18. What should you do before you start asking customers questions?

- a) Compliment them
- b) Introduce yourself
- c) Tell them why you're asking the questions

Your answer:

19. When helping a customer make a buying decision, it's a good idea to point out the competitors' flaws.

- a) True
- b) False

Your answer:

20. SWOT in work world situations stands for:

- a) Smile, Walk-up, Open conversation, Tell
- b) Strength, Weakness, Opportunity, Threat

Your answer:

21. Which is the best positive response to a customer request?

- a) "I'll try."
- b) "I'll take care of it."
- c) "I'll do my best."
- d) "Okay."

Your answer:

22. One of the most powerful phrases you can use when providing guidance is:

- a) "Here's what you should buy..."
- b) "Knowing you, here's what I'd suggest..."
- c) "I recommend..."

Your answer:

23. The maximum number of choices to offer a new customer is:

- a) One
- b) Three
- c) Five
- d) Unlimited

Your answer:

24. Customers are willing to pay a premium for:

- a) Analysis, Interpretation, and Direction
- b) Recommendations and warnings
- c) Friendliness and assertiveness

Your answer:

25. Empathy for customers is mainly about:

- a) How you can deliver products and services faster
- b) Being up-beat and friendly
- c) Showing that you understand how this transaction fits into the customer's greater objectives
- d) Feeling sorry for people

Your answer:

26. The two things that every customer wants are:

- a) Low price and convenience
- b) Tangibles (solutions to problems) and intangibles (good feelings)
- c) Status and respect

Your answer:

27. When your product or service is flawed, the best technique for turning a dissatisfied customer into a loyal customer is to:

- a) Provide something for the inconvenience
- b) Offer a refund or exchange and leave it at that
- c) Explain how the competition's product or service is even worse

Your answer:

28. When determining what we should do to 'make up' for our mistake with a customer, the factor we should most take into account is:

- a) The cost of the transaction
- b) The long term value of that customer's repeat business
- c) Whether or not the customer is angry

Your answer:

29. Our primary goal when dealing with new customer is to:

- a) Try to be liked
- b) Convince them to buy
- c) Establish trust

Your answer: