

Customer Service Assessment

Please circle the alphabet, answer true or false or write in your best answers.

1. Who benefits from the company when it is profitable and successful?

- a. the owner
- b. the employees
- c. the customers
- d. all of the above

2. Why is positive customer contact important?

- a. it keeps customers from getting angry
- b. it keeps customers from doing business somewhere else
- c. it helps pass the time
- d. it helps with customer satisfaction

3. What is rule number one in positive customer contact?

- a. it is the customer who is the most important person in the company
- b. it is the owner who should be paid the most attention
- c. do unto customers as they do unto you

4. What is rule number two concerning the customer?

- a. the customer should always be given the benefit of the doubt
- b. customers should always get what they ask for
- c. the customer will always be honest

5. The owner is the most important person in a company

- a. _____ True – Explain _____
- b. _____ False – Explain _____

6. Who must you rely on most to better serve the customers?

- a. the owner b. yourself c. everyone in the company

7. How do most customers choose a company to do business with?

- a. they shop for best prices
- b. they look for convenience
- c. they build relationships with companies they can rely on
- d. all could be true

8. As long as the service is good the customer will usually continue to do business.

- a. _____ True – Explain _____
- b. _____ False – Explain _____

9. When would most customers change companies?

- a. they are dissatisfied and believe they are getting poor service
- b. when they need better sales
- c. when they are sold the wrong product or service
- d. possibly all above

10. Customers who haggle over small price differences will eventually leave.

- a. _____ True – Explain _____
- b. _____ False – Explain _____

Answer Key

1. d

2. d

3. a

4. a

5. b false

6. c

7. c

8. a true

9. a

10. b false