

Customer Service Level 2 Exemplar Test

Read the following questions and choose the correct answer A, B, C or D. Choose one answer only.

- 1 Why has customer service become an increasingly important factor influencing customer choice?
 - A Price has become unimportant as people have more money to spend
 - B Customers have rising service expectations in a competitive market
 - C It is the most cost-effective way of marketing products and services
 - D It compensates for the low quality of many products and services

2. The most important element in providing customer service is
 - A Reliability
 - B Regularity
 - C Rationality
 - D Responsibility

- 3 Queue management and prioritisation
 - A Result in higher levels of customer satisfaction
 - B Lead to greater levels of customer dissatisfaction
 - C Have little or no impact on levels of customer satisfaction
 - D Can have both positive and negative effects on customer satisfaction

- 4 A good reason for a service provider choosing to communicate face-to-face with a customer rather than by telephone is that it allows them
 - A To respond more promptly
 - B To see the customer's reactions
 - C To practise their body language
 - D To give the customer one-to-one attention

- 5 Organisational barriers to change lie **mainly** in
- A Processes, systems and methods
 - B Regulators, watchdogs and auditors
 - C Management, staff and the customer base
 - D Shareholders, stakeholders and key players
- 6 Why is it considered good business practice to welcome, handle and identify complaints?
- A Companies who ignore complaints become over-confident and lose their market position to competitors
 - B It is a way of extending contact with a customer who would otherwise have nothing further to do with the company
 - C It has been shown by research that customers who complain tend to have higher purchasing power than those who don't
 - D It gives the company a chance to get things right, build customer loyalty and gain valuable feedback for future improvement
- 7 An external customer is someone who
- A Sends things to an organisation
 - B Fixes things for an organisation
 - C Buys things from an organisation
 - D Delivers things to an organisation
- 8 When complaints are handled in a fair way
- A All customers stay loyal
 - B Few customers stay loyal
 - C Most customers stay loyal
 - D Some customers stay loyal

- 9 In a situation where a customer complains loudly, the service provider should speak
- A Firmly and loudly negotiate
 - B Firmly and loudly and negotiate
 - C Loudly and defend the company
 - D Quietly and politely and negotiate
- 10 When communicating with internal and external customers, language should always be
- A Clear
 - B Clever
 - C Casual
 - D Complex
- 11 The best products and services
- A Should be left exactly as they are
 - B Need only occasional improvement
 - C Should be subject to continuous improvement
 - D Can only result from continuous improvement
- 12 Which is the **most** appropriate way of dealing with a customer with a complaint?
- A Putting the company's case as persuasively as possible
 - B Negotiating and calming according to recognised principles
 - C Referring repeatedly to the relevant item of company policy
 - D Doing everything possible to give the customer what they want

- 13 A customer service survey will help the organisation find out about
- A What salaries are being paid in the industry
 - B What health and safety rules to put in place
 - C What to invest their capital in for the best return
 - D What products and services their customers want
- 14 What does the **most** damage to an organisation's reputation in the market place?
- A Stock prices on the exchange market
 - B The behaviour of staff when not at work
 - C Issuing too many leaflets and brochures
 - D Word of mouth about bad customer service
- 15 Organisations who give excellent customer services typically have staff who dress
- A Smartly and take their time
 - B Smartly and are friendly and helpful
 - C Casually and speak clearly and loudly
 - D Casually, take their time and are careful
- 16 Elderly or infirm customers should be treated
- A With discrete extra attention
 - B Only be specially trained staff
 - C With a high priority at all times
 - D The same as any other customer

- 17 When products or service are changed, customers' expectations and understanding of the product or service
- A Vary exactly in proportion to levels of brand loyalty
 - B Can be accurately predicted by database modelling
 - C Should be left to change as product familiarity grows
 - D Must be actively managed through an education process
- 18 What percentage of unhappy customers never complain?
- A 35%
 - B 55%
 - C 75%
 - D 95%
- 19 Customer service involves
- A Meeting customer expectations
 - B Providing customer expectations
 - C Marketing customer expectations
 - D Producing customer expectations
- 20 Which of the following limits an organisation's ability to meet customer expectations?
- A Cost
 - B Contact
 - C Competition
 - D Communication

- 21 One key thing an organisation can do to maintain a good relationship with customers is to
- A Keep up to date with economic trends and developments
 - B Make sure its health and safety policy is being adhered to
 - C Keep up the data with demand for new products and services
 - D Make sure its staff are portraying the current professional image
- 22 Longer-term customer service relationships may be most influenced by
- A Changes in regulations
 - B Flexibility in regulations
 - C Supervision of regulations
 - D Enforcement of regulations
- 23 Losing business through sending a letter to a customer instead of a fax is an example of
- A A sender barrier
 - B A channel barrier
 - C A message barrier
 - D An audience barrier
- 24 Resolving a customer complaint would **not** normally include
- A Reimbursing with a free product
 - B Compensation for costs incurred
 - C Reimbursing for the cost of the product
 - D Compensation for time spent complaining

- 25 Why is teamwork important in the provision of customer service?
- A Customer service can only be provided by teams
 - B Customer service involves everyone in the organisation
 - C Research shows that customers prefer teams to individuals
 - D Teams can tell customers about other products and services
- 26 Compared with profit-making organisations, customer service for non-profit making organisations is
- A Not important
 - B More important
 - C Not as important
 - D Just as important
- 27 Which of the following **most** affects customers' views of service provided?
- A Body space
 - B Body culture
 - C Body language
 - D Body corporate
- 28 A customer places a complicated order over the telephone. What is the best way to ensure the details are correct?
- A To record the telephone call
 - B To confirm the order in writing
 - C To take down the details in writing
 - D To repeat the order over the telephone

- 29 Customers refer organisations that
- A Keep their records up-to-date
 - B Continually improve their services
 - C Send their staff for regular training
 - D Continually survey their customers
- 30 Most customers show their dissatisfaction by
- A Taking their business elsewhere
 - B Using the complaints procedure
 - C Non-verbal communication
 - D Becoming abusive to staff
- 31 A food retailer decides to offer home delivery of shopping bought over the internet. What is the **most** likely reason for this decision?
- A To reduce prices to customers
 - B To match what the competition offers
 - C To enable the retailer to charge for deliveries
 - D To reduce the number of customers using the store
- 32 Which Act was introduced to ensure companies do not advertise goods inaccurately?
- A The Sale of Goods Act
 - B The Trade Descriptions Act
 - C The Consumer Protection Act
 - D The Supply of Goods and Services Act

- 33 Why might an organisation develop its own ethical standards in addition to legislation and regulation?
- A To avoid being presented badly in the press
 - B To introduce more standards to staff who work there
 - C To ensure the company acts fairly in any circumstances
 - D To reduce the need for legislation that governs the sector
- 34 The Health and Safety Executive is responsible for
- A The regulation of risks to health and safety arising from work activity in Britain
 - B Health and safety directors within an organisation across all sectors
 - C Checking workplaces with ten or fewer staff on site
 - D Worldwide regulations for health and safety
- 35 To comply with consumer law it is **most** important for staff to
- A Undertake training courses
 - B Understand each law in detail
 - C Explain laws to customers and hand out leaflets
 - D Understand which laws apply and put them into practice
- 36 Staff involved with service delivery
- A Need to have a thorough knowledge of the relevant products or services
 - B Need to know how to research the benefits of products or services for customers
 - C Need to give the impression that they have a thorough knowledge of products or services
 - D Need to be able to present products and services in the best light regardless of their knowledge

- 37 Why is it important for staff to receive health and safety training?
- A To ensure customers are kept safe
 - B To ensure a company meets its legal obligations
 - C To enable questions to be answered by staff when inspectors visit
 - D To ensure the workplace is as risk-free as possible for staff and customers
- 38 Explaining features and benefits of a product to customers helps them to understand
- A What the product will do for them
 - B How the product should be operated
 - C What the best price is for the product
 - D What questions to ask the customer service assistant
- 39 Why is an organisation with advanced technology **most** likely to be able to determine customer service processes?
- A Prices are tracked and extracted
 - B Historical data is accessible and available
 - C Managers can log efficiency of all the staff
 - D Customer service assistants are trained in the use of technology
- 40 The **main** principles of the Disability Discrimination Act (1995) is that the service provider may not
- A Promote products for disabled people
 - B Sell products which may harm or injure
 - C Provide access to all areas of premises
 - D Refuse to provide a service which it provides to others

