

Customer Service Level 3 Exemplar Test

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

Questions 1 – 6 are about customer service in a hotel.

A hotel, which is part of a large chain, displays the following in its reception area:

- **A service charter**
- **Photographs of staff, with names and job titles**
- **An award plaque celebrating the achievements of hotel staff**
- **A sign advertising a priority service desk**

1 What 2 effects are the thank you letters likely to have on customer service relationships?

- 1 Guest expectations of service will be positively affected by the experiences of others
- 2 Guest expectations of service will be unaffected by the experiences of others
- 3 Staff performance will be positively affected by the praise received
- 4 Staff performance will be unaffected by the praise received

- A 1 and 3
B 1 and 4
C 2 and 3
D 2 and 4

2 Which one of the following statements about the questionnaire is true?

- A The hotel can expect a high completion rate
B All guests will be made aware that the hotel values their opinion
C By analysing the questionnaires the hotel will be able to quantify its performance
D By analysing the questionnaires the hotel will be able to assess the feelings and attitude of guests

3 Which of the following is a facilitating element of the hotel's service delivery?

- A Restaurant
B Porter services
C Provision of lodgings
D Acceptance of credit cards

4 Which of the following statements best described the organisational message given by the hotel?

- A The hotel cares for external customers
- B The hotel recognises internal customer achievement
- C The hotel cares for both internal and external customers
- D The hotel cares for external customers and recognises internal customer achievement

5 Which **2** methods has the organisation used to manage customer expectations?

- 1 Identified all staff
- 2 Publicised the levels of service guests can expect
- 3 Advertised a priority check-out facility
- 4 Provided opportunities for guests to express their dissatisfaction

- A 1 and 2
- B 2 and 3
- C 2 and 4
- D 3 and 4

6 By introducing a priority check-out facility the hotel has

- A Improved the check-out process
- B Met customer expectations of a fast service
- C Increased customer expectations of a fast service
- D Improved the overall service offering for all guests

Questions 7 – 14 are about dealing with a customer.

A customer entered the showroom of The Kitchen Company. The salesperson was using a computer and swivelled round. Whilst remaining seated the salesperson pushed two leaflets towards the customer. The customer quietly responded by pointing out that the intended purchase will cost several thousand pounds and better service is expected. The salesperson burst into tears and ran off. The customer left.

7 Which of the following were barriers to communication from the customer's point of view?

- 1 Rudeness
- 2 Indifference
- 3 Poor product knowledge
- 4 Emotional reaction

- A 1, 2 and 3
- B 1, 2 and 4
- C 1, 3 and 4
- D 2, 3 and 4

8 Management of The Kitchen Company realise that the organisation is failing to keep existing customers. Which of the following reasons is **not** true?

- A Customer expectations of service provision are rising
- B There is now greater consumer choice in domestic fittings
- C For expensive purchases it is expected that customers will switch between companies
- D Between 90 and 95% of dissatisfied customers never tell companies of their dissatisfaction

9 In this exchange, using transactional analysis, which combination of ego stages was involved?

- A Adult - adult
- B Child - adult
- C Parent - adult
- D Child - parent

- 10 Which of the following statements is incorrect?
The Kitchen Company could have begun to build up a long-term relationship with the customer by
- A Treating the customer as an individual
 - B Providing a uniform standard of service
 - C Demonstrating a commitment to service
 - D Establishing a well-managed social interchange with the customer
- 11 Which one of the following describes the customer's perceptions of the service offered?
- A The salesperson values their custom
 - B The organisation values their custom
 - C The salesperson does not value their custom
 - D The organisation does not value their custom
- 12 Which **3** of the following must the Company do in order to develop customer loyalty?
- 1 Know who its customer are
 - 2 Provide levels of customer service which satisfy customer expectations
 - 3 keep up-dating its product range
 - 4 Show customers that their support is valued
- A 1, 2 and 3
 - B 1, 2 and 4
 - C 1, 3 and 4
 - D 2, 3 and 4
- 13 There was a breakdown in communication because
- A The salesperson invaded the customer's personal space
 - B The salesperson used the wrong method of communication
 - C The salesperson failed to comply with accepted social norms
 - D The customer failed to accurately interpret the salesperson's body language
- 14 What are the **3** most likely outcomes of this encounter?
- 1 The customer will shop elsewhere
 - 2 The customer will tell family and friends about this incident
 - 3 The customer will form a negative view of the organisation
 - 4 The customer will return to the showroom at a later stage
- A 1, 2 and 3
 - B 1, 2 and 4

- C 1, 3 and 4
- D 2, 3 and 4

Questions 15 – 20 are about answering the telephone.

A utilities company monitored staff responses to incoming telephone calls.

RESULTS OVER TWO DAYS	%
Calls answered within 4 rings	91
Clear announcement of company name/greeting	89
Request for caller details	75
Customer query/complaint listened to and clarified	58
Clear explanation of procedure/action to be taken	75
Customer understanding/approval checked	79
Customer thanked/action summarised	73

15 Which **3** of the following are benefits of using a structured telephone procedure?

- 1 Information is exchanged more efficiently
- 2 The cost to the customer is kept to a minimum
- 3 Staff are prepared for all types of calls
- 4 A faster service can be delivered

- A 1, 2 and 3
- B 1, 2 and 4
- C 1, 3 and 4
- D 2, 3 and 4

16 Which barrier to communication is most evident from the survey results?

- A Rudeness
- B Indifference
- C Failure to listen
- D Lack of product knowledge

17 Which one of the following aspects of staff performance was not monitored?

- A Attitude
- B Speed of response
- C Use of set procedure
- D Efficiency of response

18 Identify which **2** of the following techniques for communicating with callers with impaired hearing were **not** monitored?

- 1 Place of delivery
- 2 Clarity of speech
- 3 Repetition of information
- 4 Voice level

- A 1 and 2
- B 1 and 4
- C 2 and 3
- D 3 and 4

19 From the information supplied, which of the following statements is **not** correct?

- A Staff usually speak clearly
- B The telephone procedure is flexible
- C Most customers receive prompt attention
- D Most customers are made aware of action to be taken

20 When communicating with people for whom English is not their first language it is important to be aware of

- A Differing cultural values
- B The ethnicity of the caller
- C Potential for misinterpretation
- D Unfamiliarity with the organisation's procedures

Questions 21 – 28 are about improvement in a company.

A Customer Service Team Leader joined a company with a hierarchical and strong departmental culture. The team responded positively to ideas for change and understood the need to lead the competition. Following training, job sharing and other quality improvement initiatives, staff began to drive projects forward. Despite delighted customers, management refused to allocate further money to the team.

21 Which of the following statements is **not** correct?

The team managed change successfully because

- A The were encouraged to work together
- B Team members experienced a range of jobs
- C Team members were selected to drive projects
- D There was an opportunity for everyone to contribute

22 What is the most effective way of enabling the Team Leader to overcome the main barrier to further change?

- A Present a detailed plan for change to all staff
- B Present a detailed plan for change to senior management
- C Instigate a bottom-up plan for changing organisation systems
- D Disseminate details of the team's success to other departments

23 What was the main reason the team could see for continuous improvement?

- A Enrich careers
- B Meet customer needs
- C Establish market position
- D Adapt to a changing economic climate

24 Which of the following would **not** have been effective when the team leader was planning change?

- A Selecting areas for change
- B Prioritising areas for change
- C Sharing the reasons for change with all team members
- D Sharing the reasons for change with key team members

25 Which of the following was a limiting factor in the team's continuous improvement policy?

- A Attitude of customers
- B Attitude of team leader
- C Attitude of team members
- D Attitude of senior management

26 Which **3** of the following organisational factors affected the way change was managed?

- 1 The size of the company
- 2 The structure of the company
- 3 The attitude of the company
- 4 The culture of the company

- A 1, 2 and 3
- B 1, 2 and 4
- C 1, 3 and 4
- D 2, 3 and 4

27 Which of the following is **not** an immediate benefit of communication change to internal customers?

- A Highlights skills gaps
- B Encourages staff co-operation
- C Decreases resistance to change
- D Gives staff ownership of the changes

28 Which **3** of the following are reasons for monitoring the effects of change on the internal customer?

- 1 Measure staff performance against targets
- 2 Identify change agents
- 3 Replicate good practice
- 4 Measure sales results

- A 1, 2 and 3
- B 1, 2 and 4
- C 1, 3 and 4
- D 2, 3 and 4

Questions 29 - 34 are about customer complaints

A branch of a fashion chain has a high level of complaints about poor quality goods. These have been expressed as follows:

72% face-to-face (many were confrontational)

18% telephone

5% letter

5% email

All complainants were subsequently telephoned and 58% were unhappy with the handling of their complaint, giving disinterest, poor negotiation skills and inflexible systems as the causes of problems.

- 29 Which one of the following statements is **not** correct?
- A Most people who do not complain go to a competitor next time
 - B Dissatisfied customers will discourage others from dealing with the store
 - C The complaints recorded will only represent around 5% of unhappy customers
 - D The majority of complainants were eventually satisfied and will shop at the branch again
- 30 Which **3** of the following are possible formal outcomes if the customer complaints are upheld and used as performance indicators by regulatory authorities?
- 1 Fines
 - 2 Prosecution
 - 3 Adverse publicity
 - 4 Warning from regulatory body
- A 1, 2 and 3
 - B 1, 2 and 4
 - C 1, 3 and 4
 - D 2, 3 and 4
- 31 Which of the following statements is true?
- A All customers complaining face-to-face are confrontational
 - B Staff disinterest can only be detected in face-to-face situations
 - C Telephone complaints require care because customers quickly become impatient
 - D Complaints made by letter should be taken more seriously than those made on the telephone

32 Which of the following remedial actions would be most effective following complaints?

- A A posted questionnaire
- B A follow-up telephone call
- C An invitation to an in-store event
- D A letter of apology enclosing a discount voucher

33 Which **3** of the following principles should have been adopted by the branch for calming angry customers?

- 1 Listen actively to the customer
- 2 Resolve the situation as quickly as possible
- 3 Empathise with the customer
- 4 Apologise/acknowledge the customer situation

- A 1, 2 and 3
- B 1, 2 and 4
- C 1, 3 and 4
- D 2, 3 and 4

34 Which of the following statements is **not** correct?

Because the branch has a complaints procedure

- A All complaints will be handled more effectively
- B New or inexperienced staff will have guidelines to follow
- C Routine complaints will be handled consistently by all staff
- D An immediate response can be given to routine complaints

Questions 35 – 40 are about a customer satisfaction survey.

The results of a customer satisfaction survey conducted by a large retail organisation as follows:

		%			
		Excellent	Good	Fair	Poor
1	Range of products available	35	47	15	3
2	Attitude and helpfulness of staff	19	21	50	10
3	Product knowledge of staff	40	53	7	0
4	Overall level of customer service	13	28	46	13

35 Which one of the following statements about the organisation is true?

- A The organisation supports its products with a poor level of customer service
- B The organisation supports its products with a good level of customer service
- C The organisation meets the majority of customer expectations through its customer service
- D The organisation fails to meet the majority of customer expectations through its customer service

36 Which **two** aspects of teamwork would best contribute to a short-term improvement in the organisation's performance?

- 1 Staff discussion on the relationship between staff actions and the customers' perception of the organisation
- 2 Sharing ideas to improve customer relationships
- 3 Gaining the support of management to implement ideas put forward by the team
- 4 Establishing an ethos of collection problem solving

- A 1 and 2
- B 1 and 4
- C 2 and 3
- D 2 and 4

37 Which external involvement appears to have most benefited the organisation?

- A Increase in market share
- B Increase in short-term profits
- C Securing long-term customer loyalty
- D Decrease in the number of complaints

- 38 Which aspect of external customer service identified in the survey most needs to be improved by developing internal customer service?
- A Product knowledge of staff
 - B Range of products available
 - C Attitude and helpfulness of staff
 - D Overall level of customer service
- 39 Which external involvement appears to have most benefited the organisation?
- A Contacts with staff training organisations
 - B Liaison with product manufacturers
 - C Discussion with wholesalers
 - D Advice from legal experts
- 40 Which of the following best describes customer service?
- A The organisation providing products to meet the requirements of the customer
 - B The organisation providing products through its workforce, which offer benefits to customers
 - C The organisation providing a trained workforce to meet the requirements of the customers' needs

Questions 41 to 47 are based on the following information.

An industry regulatory body's sector regulations, displayed on a Company's premises state:

The customer code gives you the customer important protection:

- Information will only be provided by staff who are qualified to give that information
- You will promptly receive enough information to enable you to make an informed decision
- Your questions will be answered fairly and honestly
- Promotional material will be clear and fair

41 Sector codes and regulations affect service provision by

- A Dictating staff numbers in organisations
- B Summarising complaints received to date
- C Requiring management training programmes
- D Guiding organisations on policies and practices

42 Why is it important that customer service staff are aware of the regulations on display?

- A To inform customers of their rights
- B So customer service staff operate legally
- C So management have confidence in the staff
- D To enable customer service staff to answer questions

43 It is necessary for each sector to have a different approach to customer service because

- A Complaints received must all be handled
- B Customers' views and expectations will vary
- C Staff must understand policies that are in place
- D Each sector must have a customer service policy

44 Two organisations using the same customer code have different customer service personnel structures. What is the **most** likely reason for this?

- A Product promotion and price
- B The level of customer complaints
- C The availability of staff in the area
- D The objectives and size of the organisation

45 The key role for 'moments of truth' in the delivery of customer service is

- A Asking managers to refine policies
- B Identifying customer and staff interaction
- C Asking customers to identify best practice
- D Enabling staff to speak openly about management

46 Which of the following statements is **not** correct?

When supplying information to finance customers via email

- A The overall speed of the service will be improved
- B Customers can have their questions answered quickly
- C Customers will be guaranteed a reply from qualified staff
- D Money can be saved on posting bulky promotional material

47 Sectors are regulated by codes in order to

- A Protect organisations and customers
- B Enable regulatory bodies to enforce standards
- C Give customers a point of contact when complaining
- D Ensure all staff understand organisational objectives

Questions 48 to 50 are about products in a shop.

It is 2 weeks before Christmas. The salesperson in a shop highlights the different programmes available on a dishwasher, and explains that these features would result in lower running costs, and less wastage of water. The salesperson also mentioned the shop's 3 year warranty offer, where a service agent will attend to faults within 24 hours.

- 48 The main aim in describing the dishwasher is to match
- A Price and quality of the product
 - B Customer needs to special offers
 - C Customer expectations to product features
 - D The most expensive item to each customer
- 49 The relationship between the features of a product and the service level of an organisation is that
- A Both must be as good as the other
 - B Customer needs to special offers
 - C Customer expectations to product features
 - D The most expensive item to each customer
- 50 The salesperson sells the dishwasher to the customer without checking availability before Christmas. What will be the main problem if the dishwasher is not available?
- A The salesperson will require further training
 - B The customer will decide to write and complain
 - C The delivery team may not be able to organise the delivery
 - D The customer will be disappointed and may refuse to purchase