

Chapter 1: What Is Customer Service?

TRUE/FALSE

1. According to the Bureau of Labor Statistics, there is not a high demand for service-related jobs.

ANS: F PTS: 1

2. Customer service means the same things to most people.

ANS: F PTS: 1

3. Customer service is the process of satisfying the customer, relative to a product or service, in whatever way the customer defines his or her need, and having that service delivered with efficiency, compassion, and sensitivity.

ANS: T PTS: 1

4. The definition of customer service has changed because of social applications such as Facebook, Twitter, and blogs.

ANS: F PTS: 1

5. The customer-centric service worldview means that business revolves around the global economic business environment.

ANS: F PTS: 1

6. The Internet, mobile/wireless technologies, and social networks have created challenges for service providers because they have influenced an unparalleled shift in the balance of power from companies to their customers.

ANS: T PTS: 1

7. Online social communications and digital technologies have changed the way people seek out services and products and choose to shop.

ANS: T PTS: 1

8. A service culture comprises the things that make a business distinctive and make the people who work there proud to do so.

ANS: T PTS: 1

9. In companies where internal customers are often ignored or taken for granted, productivity is compromised and workflow suffers.

ANS: T PTS: 1

10. The reasons consumers buy vary considerably, but they typically stem from basic needs that each of us has, such as the need to feel welcome, to be understood, and to be treated fairly.

ANS: T PTS: 1

11. When it comes to social media for business, there is a one-size-fits-all strategy that any organization can follow.

ANS: F PTS: 1

12. Social data consists of information about an individual's relationship to other people, groups, events, things, and concepts.

ANS: T PTS: 1

13. The social media process a business chooses to use depends on its ability to respond to consumers quickly and with the most accurate and relevant information.

ANS: T PTS: 1

14. An easy-to-navigate website with on-demand 24/7 access to customer service representatives via chats, phone contact, or responsive e-mail communications is an example of a positive customer point of contact.

ANS: T PTS: 1

15. A tiered service system is a concept that understands customer service to be fundamentally inter-related with a customer's actual or potential value as a consumer.

ANS: T PTS: 1

16. A common thread linking all definitions of social media is a blending of technology and social interaction that creates a new level of value for both an organization and the customers it serves.

ANS: T PTS: 1

17. Twitter is a popular instant messaging system that lets a person send brief text messages up to 500 characters in length to a list of followers.

ANS: F PTS: 1

MULTIPLE CHOICE

1. Customers today demand service that is
- | | |
|-----------|-----------------|
| a. good. | c. exceptional. |
| b. great. | d. good enough. |

ANS: C PTS: 1

2. Even though every customer is unique, they all expect
- | | |
|-----------------------------|-----------------------|
| a. a quality product. | c. reasonable prices. |
| b. reliable timely service. | d. all of the above. |

ANS: D PTS: 1

3. The acronym CSR refers to
- | | |
|--------------------------------------|---------------------------------|
| a. community service representative. | c. consumer situation referral. |
|--------------------------------------|---------------------------------|

- b. customer service representative. d. commodity service representative.

ANS: B PTS: 1

4. “Our customers are #1” is an example of a
a. service motto. c. service advertisement.
b. service statement. d. service goal.

ANS: D PTS: 1

5. A collection of demographic information that explains who the customers are and what they want in terms of service is called a
a. customer database. c. customer profile.
b. customer file. d. customer identifier.

ANS: C PTS: 1

6. Persons or organizations that purchase and use a company’s products and services are called
a. important customers. c. participating customers.
b. external customers. d. internal customers.

ANS: B PTS: 1

7. Which of the following customer service media is not considered a “listening tool” in use on the Internet?
a. an e-mail message c. Facebook
b. Twitter d. a blog

ANS: A PTS: 1

8. An example of a customer contact point is
a. in person. c. online.
b. on the phone. d. all of the above.

ANS: D PTS: 1