

# 2013 SkillsUSA National Conference: Customer Service Written Exam

1. **Effective customer service operations will:**
  - a. Increase customer loyalty and retention.
  - b. Increase overall sales revenues.
  - c. Provide competitive advantage.
  - d. Accomplish all of the above.
  
2. **Pay is not always more important than working conditions to employees.**
  - a. True
  - b. False
  
3. **Which of the following can activate a listener and create a give-and-take conversation?**
  - a. Use a monotone voice.
  - b. Use a faster than normal rate to keep their attention.
  - c. Smile while speaking, be alert and interested.
  - d. Speak louder than normal to ensure they understand.
  
4. **A good listener should:**
  - a. Keep an open mind.
  - b. Listen carefully.
  - c. Ask question once the speaker has finished.
  - d. All of the above.
  
5. **Quality service is defined by the:**
  - a. Industry.
  - b. Customer.
  - c. Service company.
  - d. Service employee.
  
6. **Lying to customers:**
  - a. Is essential in today's business world.
  - b. Sets you up for failure.
  - c. Makes your job easier.
  - b. Solves many problems.
  
7. **Why encourage customer feedback?**
  - a. To meet customer expectations, prevent problems, develop new products and provide better service by knowing the customers.
  - b. To build customer relationships by spending a lot of time chatting with them.
  - c. To use phone, electronic and written surveys to gather information on each customer.
  - d. It relieves the boredom a CSS experiences during the day.
  
8. **Integrity, Commitment to Quality, and Focused Customer Service are three of the five basic characteristics of World Class Service. What are the other two?**
  - a. Customer Involvement and Continuous Improvement
  - b. Continuous Follow-Up and Customer Education
  - c. Customer Loyalty and Satisfaction Reports
  - d. Telemarketing and Rebate Programs
  
9. **You are installing some equipment at a customer's site. While doing this, the customer approaches you and asks you a question about the equipment that you don't know the answer to. You should:**
  - a. Lie and make up the answer.
  - b. Tell them you don't know, but you will find out for them.

- c. Put them off until you know.
  - d. Tell them not to bother you while you're working.
10. **If you 'lose' a call or have a bad phone connection, what should you do?**
- a. Wait for the caller to call back.
  - b. Call back immediately if you have the number.
  - c. Enter the caller's name and number in your log.
  - d. Alert the telephone system repair department of problems in the system.
11. **A team member failed to accomplish his assigned task. As a person on the team who did accomplish your portion of the job, you should:**
- a. Let the boss know who screwed up.
  - b. Enlist the help of other colleagues to quickly complete the failed task.
  - c. Get the other team members to crowd around the failed team member and wait patiently for him to catch up, thereby sending a message to never mess up again.
  - d. Ignore the failed team member and wait for him to solve the problem and catch up on his own.
12. **Nearly all successful customer service specialists are:**
- a. Glad to have a job.
  - b. Hoping to get into a position to supervise others.
  - c. Success-oriented.
  - d. Happy to know it all.
13. **Help desk workers should make clear to the caller, up front, that they have very little technical knowledge, and thus cannot help if the problem is not common or listed on their 'trouble-symptom' card.**
- a. True
  - b. False
14. **A customer is noticeably upset, and the latest problem occurred only a couple weeks past the warranty deadline. What might you do to lessen the problem?**
- a. Offer to backdate the job to come in under the warranty period.
  - b. Tell the customer you can't promise anything but you will try to get the manufacturer to extend the warranty, although you really aren't planning to waste any time to do this.
  - c. Tell the customer you can't promise anything but you will try to get the product maker to extend the warranty, and then do so.
  - d. Ask the boss to handle this one.
15. **When speaking with a disgruntled customer on the telephone, you should consider:**
- a. Just hanging up.
  - b. Telling him or her to calm down.
  - c. Asking if he/she prefers to speak to a supervisor.
  - d. Saying what the customer wants to hear so he/she will be happy.
16. **The listener's body language often tells the speaker as much as his/her spoken words.**
- a. True
  - b. False
17. **Using a sophisticated phone message system can simplify office communications, but may also irritate callers should they have to "wade through" multiple automated messages.**
- a. True
  - b. False

- 18. In order to keep good records of a received customer complaint call, it is best to:**
- a. Have a prepared written format for collecting the information.
  - b. Just have a conversation with the caller, hoping the necessary information will 'come up'.
  - c. Grab a piece of notepaper so you can write down the information.
  - d. Try to remember the details so you can record them after the phone call.
- 19. What is the greatest aid to a Customer Service Specialist in preventing accidents?**
- a. Government safety manuals
  - b. Fellow employees
  - c. Common sense
  - d. Customer suggestions
- 20. If you just jot off a note to a client without worrying about its appearance and misspellings, the result may be that:**
- a. The client may not understand the message the way you intended it.
  - b. The client may perceive your company as unprofessional.
  - c. The client may feel that his/her business isn't important to you.
  - d. All of the above could occur.
- 21. Handling an unsatisfied customer correctly and politely can change the customer's perception of your company.**
- a. True
  - b. False
- 22. A company's success may be defined by:**
- a. Its advertising.
  - b. The number of people they employ.
  - c. Customer retention.
  - d. Observing all federal holidays.
- 23. If you fail to comply with your company's ethics, the most likely result will be:**
- a. A disciplinary warning.
  - b. A fine.
  - c. A promotion.
  - d. A letter of commendation.
- 24. Which of the following statements reflects a positive image to the customer?**
- a. 'I shouldn't.'
  - b. 'Let's see what I can do.'
  - c. 'That could not have happened.'
  - d. 'But...'
- 25. The reason customers may feel most compelled to buy and stay with one company over another is:**
- a. Relationship
  - b. Cleanliness
  - c. Products
  - d. Brand