

CHAPTER 2 TEST

Credibility is made up of the combination of our current knowledge, _____, and professionalism.

- who we know
- reputation
- physical appearance
- ideas

For excellent customer service to exist, the successful joining of corporate values and employee values must occur. Values are:

- legal guidelines as to what is right and wrong.
- our interpretation of company policies.
- what our parents taught us to believe.

a combination of beliefs, perceptions, and ideas as to the appropriate response to a situation.

Jacob was initially ignored and treated rudely by the sales person as he shopped for his first car. He returned to his home discouraged about the process of purchasing a vehicle. As he shared his feelings about the experience with his friend, he was expressing his _____.

- perception
- expectation
- philosophy
- credibility

Scope of influence is:

- the basis of self motivation.
- our ability to influence others.
- anything we do for the customer.
- a problem solving strategy.

Which of the following is not a barrier to excellent customer service?

- laziness.
- poor time management.
- insufficient authority.
- ability to handle stress.

Customer service providers must perform periodic self-evaluations to assess their effectiveness and to identify areas that _____.

- need improvement
- display excellence
- are unimportant
- none of the above

Our personal vision of the result that will come from our experience is referred to as our:

- perception
- philosophy
- expectation
- credibility

Expectations based on our previous experiences that are enhancements to our other expectations are:

- primary expectations
- tertiary expectations
- secondary expectations
- none of the above

It costs about _____ times as much to attract a new customer as it costs to keep our current customers.

- 100
- twenty
- five
- three

The process of identifying how a company is perceived and establishing an action plan to correct, maintain, or enhance the company's reputation is referred to as:

- asset management
- reputation management
- competition management
- expectation management

It is always popular to do the easy thing and to have mediocre ethical standards. T or F

Ethics are a set of principles that govern the conduct of citizens of a specific state. T or F

Once credibility is lost it is not easy to regain. T or F

Laziness, poor communications skills, moodiness, inability to handle stress and inadequate staff are all obstacles to customer service. T or F

Expectations are always positive. T or F

Expectations are always based on our perceptions. T or F

Our personal credibility can be the one characteristic that does not determine our success as people and as customer service providers. T or F

The way we see something based on our experience is our philosophy. T or F

The average scope of influence that an individual has is between 50 and 100 people. T or F

The reputation of a company is important to most prospective customers. T or F

ANSWERS TO CHAPTER 2 TEST

b
d
a
b
d
a
c
c
c
b
f
F
T
T
F
T
F
F
F
T