



IBS

CSFX

Customer Service

QUESTION & ANSWERS

Question: 1

Before sending a customer an email you should always:

- A. Be courteous.
- B. Read the email before sending.
- C. Use an appropriate title.
- D. All of the above.

Answer: D

Question: 2

There are a number of important events in customer interactions. These are called:

- A. Key interactions.
- B. Key customer exchanges.
- C. Important customer events.
- D. Critical moments.

Answer: B

Question: 3

A key customer exchange is when there are a number of:

- A. Customers entering a shop.
- B. Important events in customer interactions.
- C. Customers leaving a shop.
- D. Customers talking to each other.

Answer: B

Question: 4

The most common time wasting activity is:

- A. Personal disorganisation.
- B. Frequent interruptions.
- C. Excessive socialising.
- D. Being indecisive.

Answer: B

Question: 5

The most effective way of communicating with customers to get instant feedback is by:

- A. Internet communication.
- B. Face-to-face communication.
- C. Written communication.
- D. Email communication.

Answer: B

Question: 6

An employee who has the skills to deal effectively in customer facing roles within the business is called a:

- A. Trained salesperson.
- B. Trained salesperson.
- C. Effective customer professional.
- D. Customer focused professional.

Answer: B

Question: 7

Which of the following are NOT SMART objectives:

- A. Specific.
- B. Robust.
- C. Achievable.
- D. Time bound.

Answer: B

Question: 8

Which of the following is recognised as a time wasting activity:

- A. Being indecisive.
- B. Being decisive.
- C. Making a decision.
- D. Having a to-do list.

Answer: A

Question: 9

When you are using a phone to give a customer a serial number you should:

- A. Speak in your normal voice.
- B. Speak slower than normal.
- C. Be enthusiastic.
- D. Be unenthusiastic.

Answer: B