**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Customer service goals are often integrated into a company’s mission statement. |
| 2. | \_\_\_\_\_\_\_ | It is easier to find new customers than it is to retain existing customers. |
| 3. | \_\_\_\_\_\_\_ | Customer service is important to the overall health of a business, but only in the short-term. |
| 4. | \_\_\_\_\_\_\_ | Customer service strategies are the same for every business or brand. |
| 5. | \_\_\_\_\_\_\_ | The Disney Company’s customer-first culture begins with its employees. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_1. Which of the following is an example of a customer?

a. A college student paying tuition b. A gamer buying a Nintendo Switch

c. A family buying a Disney+ subscription d. All are examples of customers

\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_ is the process that helps a company earn repeat business from its existing customers.

a. Differentiation b. Retention

c. Promotion d. All of the above

\_\_\_\_\_\_\_ 3. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a c-suite executive whose role is dedicated to gaining a better understanding of the   
 organization’s customers while managing the overall customer experience.

a. Chief Operation Officer (COO) b. Chief Executive Officer (CEO)

c. Chief Customer Officer (CCO) d. Chief Information Officer (CIO)

\_\_\_\_\_\_\_ 4. To maximize retention, a business must \_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer expectations at every step along the way in the business/customer relationship.

a. meet and exceed b. increase

c. decrease d. ignore

\_\_\_\_\_\_\_ 5. Excellent customer service can:

a. Create brand loyalty b. Decrease costs

c. Increase customer retention d. All of the above

## SHORT ANSWER (2 questions)

1. Why is customer retention important?

2. Name five (5) core customer service principles.