**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Customer service goals are often integrated into a company’s mission statement. |
| 2. | \_\_\_F\_\_\_\_ | It is easier to find new customers than it is to retain existing customers. |
| 3. | \_\_\_F\_\_\_\_ | Customer service is important to the overall health of a business, but only in the short-term. |
| 4. | **\_\_\_**F**\_\_\_\_** | Customer service strategies are the same for every business or brand. |
| 5. | \_\_\_T\_\_\_\_ | 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.**

\_\_\_\_D\_\_\_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

\_\_\_\_B\_\_\_ 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

\_\_\_\_C\_\_\_ 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)

\_\_\_\_A\_\_\_ 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

\_\_\_D\_\_\_\_ 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?

Student answers may vary.

* Increasing customer retention rates by just 5% can increase profits by between 25% and 95%.
* It can cost up to five times as much to acquire a new customer as it does to service an existing one.
* Customers tell twice as many people about a bad experience as a good one.
* It takes twelve positive service incidents to make up for one negative incident.
* 93% of customers are likely to make repeat purchases with companies that offer excellent customer service.
* 89% of consumers are more likely to make another purchase after a positive customer service experience, and 78% will do business with them again after a mistake, according to research from Salesforce.

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

Student answers will vary.

1. Know your product or service.
2. Create and maintain open lines of communication with customers.
3. Get to know your customers; build quality relationships that last.
4. Actively listen and empathize with customer concerns and don’t be afraid to apologize.
5. Respond quickly to customer feedback (includes suggestions, criticism, compliments, and complaints) and do all you can to right any wrongs.
6. Reward loyalty.
7. Incorporate the customer service element into the organization’s mission statement.
8. Effectively utilize technology.
9. Maintain positive attitudes.
10. Genuinely be grateful for and appreciate your customers.