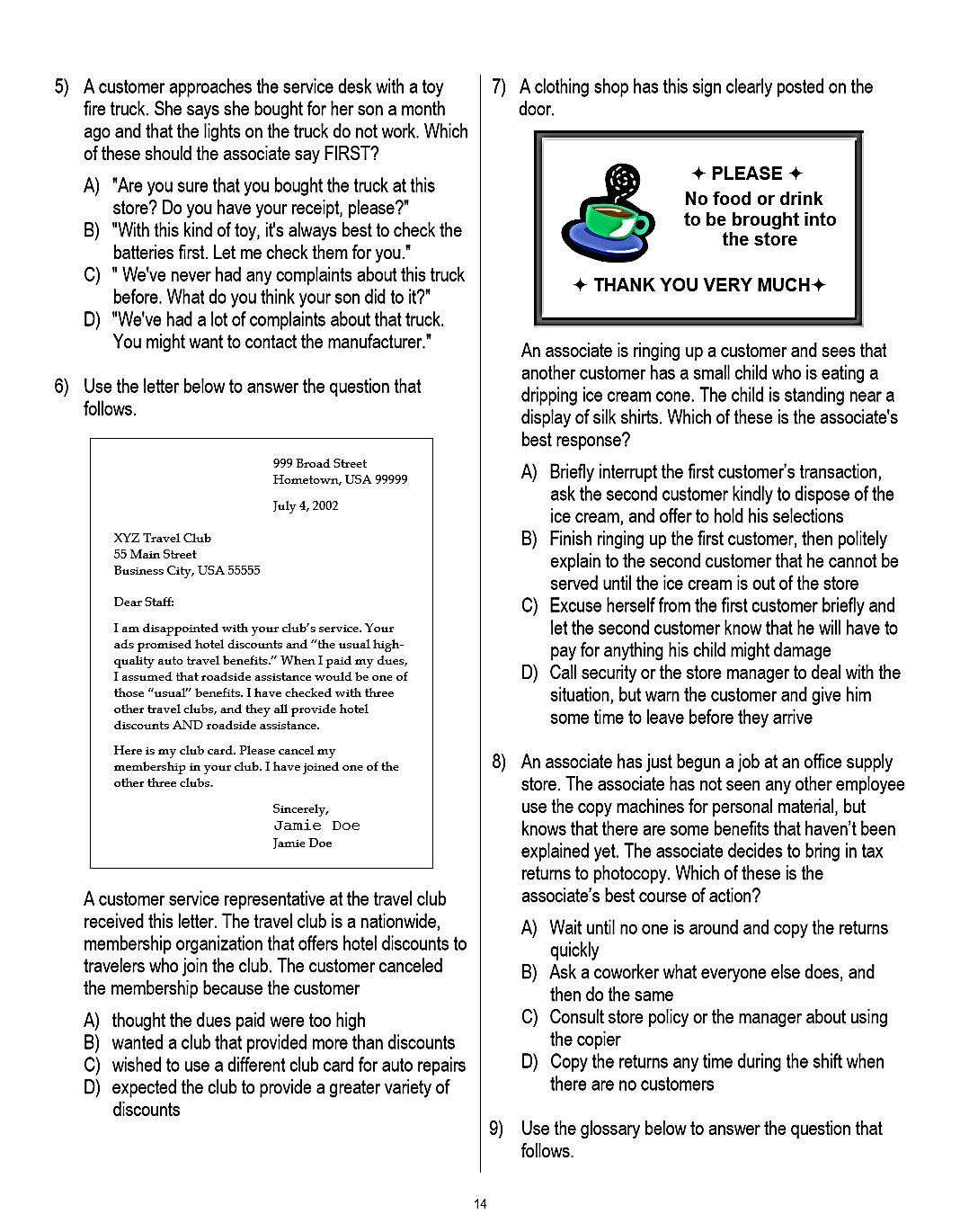
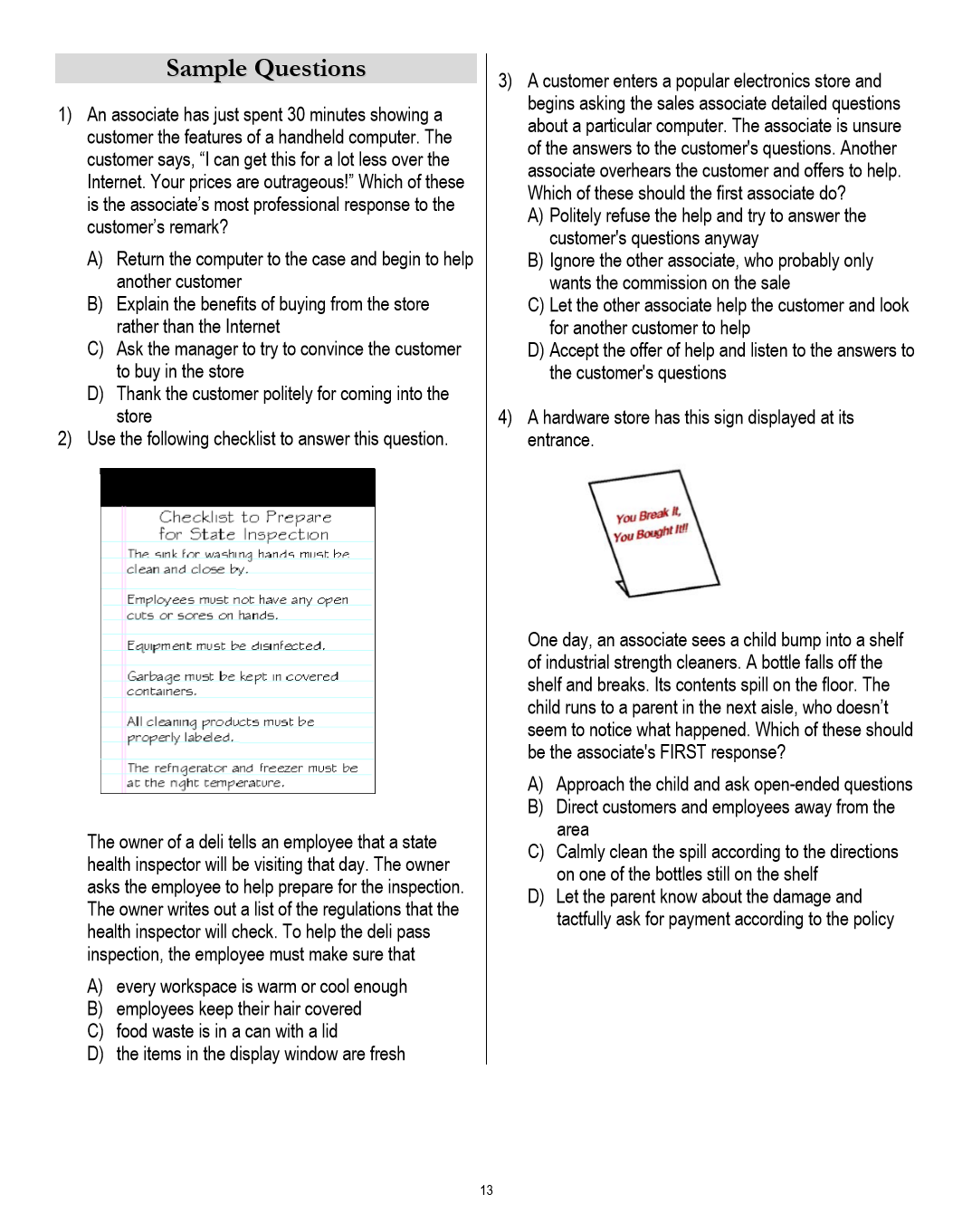
1. Customer follow-up is
   1. Always a good idea, no matter what the situation
   2. Always a good idea for the customers who spend the most money on a regular basis
   3. Never a good idea
   4. Sometimes a good idea depending on the situation
2. If an appliance or computer is being shipped, you might call the customer to be certain it was delivered on time and in good condition and:
   1. That the delivery people were courteous and careful
   2. If the customer really liked the deal you gave him
   3. If the customer has any friends that might like the item
3. If you are making a follow-up call, it’s a good idea to call
   1. during the dinner hour to make sure you contact the customer on the first try.
   2. in the morning while they are getting ready for work
   3. their home in the afternoon while they are at work & leave a voicemail if necessary
   4. their house phone & speak with their spouse
4. Which of the following items would NOT be an appropriate finishing touch to your service?
   1. Call the customer to make sure he is satisfied with his purchase
   2. Send a handwritten note thanking the customer for his business
   3. Send a postcard thanking a customer for letting you help him select a gift for his wife
   4. Give the customer your business card and encourage him to return to the store
   5. Remember the customer’s name and use it when he comes in again
5. Which of the following are appropriate reasons for following up with a customer?
   1. You are curious whether a gift your customer purchased was well received
   2. You want to know why a customer did not make it in for a special sale
   3. You finally located an item the customer asked for a while back
   4. You haven’t seen the customer in a long time and are wondering if she is shopping somewhere else now
6. Keeping records about customer preferences:
   1. Will make customers suspicious of your ability to remember details
   2. Requires an expensive computer system
   3. Can help you provide more personalized service to returning customers
7. In your client record system, you should record:
   1. Customer purchases
   2. Customer interests
   3. Follow-up activities
   4. All of the above
8. Which of the following statements best describes why a client record system is called a “living” record?
   1. It should be accessible to anyone who wants to read it
   2. You should constantly refer to it and update it with new information
   3. You will spend more time maintaining your records than you do actually serving customers
9. You should contact your customer for feedback when:
   1. Their items are being delivered
   2. They purchase expensive items
   3. They give you permission to call
   4. All of the above
10. Customers are most likely to complete feedback surveys if:
    1. The forms are placed near the cash register
    2. They are happy with your service
    3. You ask them to complete it
    4. None of the above
11. Turn your phone interaction into a loyal customer by:
    1. Letting the customer know about sales events
    2. Mentioning services he may not be aware of
    3. Offering to ship items directly to the customer
    4. All of the above
12. After a delivery is made to a customer, the sales associate should
    1. Follow up with call
    2. End of month survey
    3. Thank them next time come in
13. The sales associate was with a customer when another customer walked in so he communicated
    1. with him non-verbally by
    2. Saying welcome to the store, how may I help you?
    3. Smiling at the customer & giving eye contact
    4. Smiling & saying I’ll be right with you
14. The BEST follow-up by the sales associate after a washer & dryer are bought and will be delivered the next day is to
    1. Call the day before the delivery
    2. Call the day after the delivery
    3. Send a thank you note
15. A customer bought a kitchen appliance and had it installed. What is the next step for the sales associate?
    1. Call or email to check if the delivery was received on time and items were not damaged
    2. Ask the customer next time they come in how the item is working
    3. Put that they bought the appliance in your database
16. What question do you ask to get feedback to see if the computer software met expectations of the customer?
    1. Did they deliver on time?
    2. Did you have installation problems?
    3. What new features have you used?
    4. How has the software worked for what you were using it for?
17. If a customer walks directly to an item, this may indicate that he:
    1. Knows what he wants and would probably appreciate quick, efficient service
    2. Just wants to look at the item and has no interest in buying
    3. Is in a hurry and doesn’t want any attention from you
    4. Is looking for the least expensive brand
18. Customer complaints should be welcomed because they provide an opportunity to:
    1. Do something different for a change
    2. Get customers back to the store so they’ll buy more
    3. Learn about problems so improvements can be made
    4. Learn who the potential “problem customers” are
19. Which option sounds best when dealing with a customer complaint?
    1. “Know when to give in to the customer’s demands”
    2. “Keep the customer from asking for a refund”
    3. “Know a solution if the customer does not suggest one”
    4. “Keep asking what the customer wants, even when the solution is obvious to you”
20. If a customer becomes abusive, you should probably:
    1. Refund his money immediately
    2. Contact your manager
    3. Tell him he is being abusive and call security
21. When the customer presents you with a problem, you should ask her:
    1. How she would like the situation solved
    2. Who is at fault in the situation
    3. If she shops at your store on a regular basis
22. If you find yourself having to resolve a very difficult issue, you may want to:
    1. Ask the customer to come back another time
    2. Tell the customer that he is being unreasonable
    3. Get help from a more senior employee
23. When customers come to you with complaints, you need to:
    1. Listen carefully
    2. Be patient
    3. Get information
    4. All of the above
24. When balancing service between phone customers and those you may already be helping in the store, you should:
    1. Tell your in-store customer that you need to get the phone and she should look around for awhile
    2. Move your in-store customer over to by the phone and help both customers at the same time
    3. Excuse yourself courteously from your in-store customer saying that you’ll be right back and answer the phone
25. A sales associate hears another associate struggling to answer questions from customer.
    1. Stop and introduce yourself and help the associate
    2. Stop & switch with the other sales associate so you are both working on something
26. The sales associate’s communication with a phone customer is best projected through his/her
    1. Patience
    2. Listening skills
    3. Problem solving
    4. Tone of voice
27. A customer comes in to return an item without a price tag attached 1 month from the date on the receipt. The return policy states the price tag must still be attached to the item and the customer has 10 days to return an item.
    1. Accept the return regardless of what the return policy states.
    2. Tell the customer they should have returned in 3 weeks ago.
    3. Let them know you can’t accept the return but you can make an exchange.
    4. Don’t give them their cash but give them a store credit.
28. A customer comes in with broken shoe. The sales associates BEST response is
    1. What can I do to make right?
    2. Was your foot too big for that size?
    3. How did you break it?
    4. Was it satisfactory before?
29. If a customer becomes irate, the sales associate should call the
    1. Police
    2. Customer’s mom
    3. Manager
30. How should an employee act when discussing the warranty or return policy with a customer?
    1. Sincerity
    2. Maturity
    3. Objectivity
    4. Subjectivity
31. What should an employee show to deal with an inconvenienced customer?
    1. Empathy
    2. Patience
    3. Sincerity
    4. Maturity
32. What should an employee show when apologizing?
    1. Empathy
    2. Patience
    3. Sincerity
    4. Maturity
33. What should an employee show to deal with angry customers?
    1. Empathy
    2. Patience
    3. Sincerity
    4. Maturity
34. What should an employee show to a customer in uncomfortable situation?
    1. Sincerity
    2. Maturity
    3. Objectivity
    4. Subjectivity
35. How should an employee act when discussing how a customer looks in dress?
    1. Sincerity
    2. Maturity
    3. Objectivity
    4. Subjectivity
36. A customer enters a popular electronics store and begins asking the sales associate detailed questions about a particular computer. The associate is unsure of the answers to the customer’s questions. Another associate overhears the customer and offers to help. Which of these should the first associate do?
    1. Politely refuse the help and try to answer the customers questions anyway
    2. Ignore the other associate, who probably only wants the commission on the sale
    3. Let the other associate help the customer and look for another customer to help
    4. Accept the offer of help & listen to the answers to the customers questions.

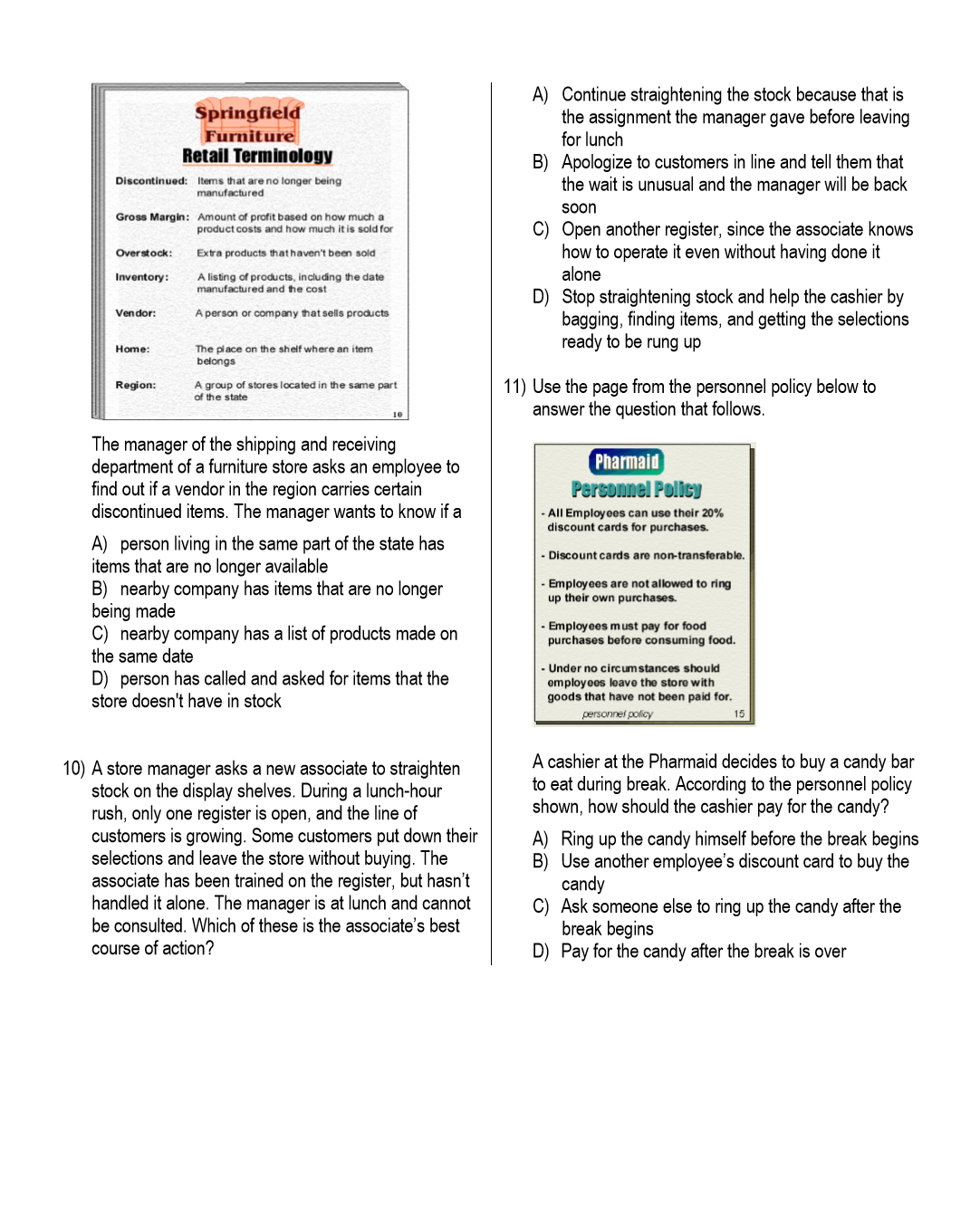
1. Use the letter below to answer the questions that follows: A customer service representative at the travel club received this letter. The travel club is a nationwide membership organization that offers hotel discounts to travelers who join the club. The customer cancelled the membership because the customer
   1. Thought the dues paid were too high
   2. Wanted a club that provided more than discounts
   3. Wished to use a different club card for auto repairs
   4. Expected the club to provide a greater variety of discounts
2. A customer approaches the service desk with a toy fire truck. She says she bought for her son a month ago & that the lights on the truck do not work. Which of these should the associate say FIRST?
   1. “Are you sure that you bought the truck at this store? Do you have your receipt, please?”
   2. “With this kind of toy, it’s always best to check the batteries first. Let me check them for you.”
   3. “We’ve never had any complaints about the truck before. What do you think your son did to it?”
   4. “We’ve had a lot of complaints about the truck. You might want to contact the manufacturer.”
3. What should you do if a shopper topples a pyramid of canned goods into the aisle?
   1. Call for a custodian or maintenance person to clean it up
   2. Pick up the cans & recreate the display yourself
   3. Check on the shopper, & then erect a barrier around the cans, until they can be cleaned up properly
4. What is the FIRST thing you should do if you find broken glass on the sales floor?
   1. Call for a custodian or maintenance person to clean it up
   2. Find a broom & clean it up yourself
   3. Erect a barrier around the glass, or stand near the glass to direct traffic away from it until it can be cleared up
5. Store Policies that are open to interpretation by store employees
   1. Customer satisfaction
   2. Government law
   3. Safety
   4. Liability of product
6. Why is it important for employees to follow the same store guidelines?
   1. To ensure same quality experience
   2. To ensure all employees are paid the same
   3. To ensure the boss has total control
7. A hardware store has a sign displayed at its entrance stating “You break it, you buy it!” One day an associate sees a child bump into a shelf of industrial strength cleaners. A bottle falls off of the shelf and breaks. Its contents spill on the floor. The child runs to a parent in the next aisle, who doesn’t seem to notice what happened. Which of these should be the associates FIRST response?
   1. Approach the child & ask open ended questions
   2. Direct customers & employees away from the area
   3. Calmly clean the spill according to the directions on one of the bottles still on the shelf
   4. Let the parent know about the damage & tactfully ask for the payment according to the policy
8. An associate has just begun a job at an office supply store. The associate has not seen any other employee use the copy machines for personal material, but knows that there are some benefits that haven’t been explained yet. The associate decides to bring in tax returns to photocopy. Which of these is the associate’s BEST court of action?
   1. Wait until no one is around and copy the returns quickly
   2. Ask a coworker what everyone else does, and then do the same
   3. Consult store policy or the manager about using the copier
   4. Copy the returns any time during the shift when there are no customers
9. Use the following checklist to answer this question.

The owner of a deli tells an employee that a state health inspector will be visiting that day. The owner asks the employee to help prepare for the inspection. The owner writes out a list of the regulations that the health inspector will check (shown above). To help the deli pass inspection, the employee must make sure that

* 1. Every workspace is warm or cool enough
  2. Employees keep their hair covered
  3. Food waste is put in a can with a lid
  4. The items in the display window are fresh

1. A store manager asks a new associate to straighten stock on the display shelves. During a lunch hour rush, only one register is open, and the line of customers is growing. Some customers put down their selections and leave the store without buying. The associate has been trained on the register but hasn’t handled it alone. The manager is at lunch and cannot be consulted. Which of these is the associate’s best course of action.
   1. Continue straightening the stock because this is the assignment the manager gave before leaving for lunch
   2. Apologize to customers in line & tell them that the wait is usual & the manager will be back soon
   3. Open another register, since the associate knows how to operative if even without having done it alone
   4. Stop straightening stock & help the cashier by bagging, finding items, & getting the selections ready to be rung up
2. A clothing shop has the sign clearly posted on the door. As associate is ringing up a customer & sees that another customer has a samll child who is eating a dripping icecream cone. The child is standing near a display of silk shirts. Which of these is the associates BEST response?
   1. Briefly interrupt the first customer’s transaction, ask the second customer kindly to dispose of the ice cream, & offer to hold his selections
   2. Finish ringing up the first customer, then politey explain to the second customer that he cannot be served until the ice cream is out of the store
   3. Excuse herself from the first customer briefly & let the second customer know that he will have to pay for anything his child might damage
   4. Call security or the store manager to deal with the situation, but warn the customer & give him some time to leave before they arrive.



1. Use the page from the personnel policy below to answer the question that follows.

A cashier at the Pharmaid decides to buy a candy a bar to eat during break. According to the personnel policy shown, how should the cashier pay for the candy?

* 1. Ring up the candy himself before the break begins
  2. Use another employee’s discount card to buy the candy
  3. Ask someone else to ring up the candy after the break begins
  4. Pay for the candy after the break is over

1. Which of the following steps will help you keep commitments to customers?
   1. Promising customers you will find the items they request
   2. Calling customers back only when you can find the requested item or information
   3. Immediately stopping whatever you’re doing to take care of phone customer requests
   4. Calling customers back in a timely manner
2. To help build customer loyalty, you should:
   1. Say what you’ll do and be very clear on what you are promising; make notes so you will remember
   2. Not risk disappointing a customer by telling him when you cannot make an exception
   3. Make exceptions, but be sure to let the customer know that you are making an exception and that your actions do not reflect standard practices
   4. A and C
3. When something goes wrong or a product does not perform as expected, provide the customer with a quick resolution and:
   1. A cup of coffee
   2. Service with a smile
   3. An excuse for the product’s failure

52) A new employee has just begun to work for a company. The employee has not seen any other employee use the copy machines for personal material, but knows that there are some benefits that haven't been explained yet. The employee decides to bring in tax returns to photocopy. Which of these is the best thing for the employee to do?

a) Wait until no one is around and copy the returns quickly

b) Ask a coworker what everyone else does, and then do the same

c) Consult company policy or the manager about using the copier

d) Copy the returns any time during the day when there are no customers