



Remarkable Customer Service

JEFF HAVENS
VIDEO SERIES QUIZ



QUIZ TIME!

EPISODE 1

THE VALUE OF EXCEPTIONAL CUSTOMER SERVICE

1) According to the video, which of the following is a potential consequence of poor customer service?

- a. Customers might choose not to make a purchase they were planning to make.
- b. Customers might storm your building and demand your firing.
- c. Customers might post negative reviews online.

2) Why is customer service so important?

- a. Because customers won't buy anything unless they receive a fantastic customer experience.
- b. Because customer service is a great way to stand out against your competitors when prices and products/services are similar.
- c. It isn't.

3) How can delivering exceptional customer service affect your bottom line?

- a. Happy customers buy more stuff.
- b. Most customers will pay more to ensure a positive customer experience.
- c. It will hurt your profits.

EPISODE 2

NAMES AND GREETINGS

1) Why is it important to use a customer's name during an exchange?

- a. It will help you keep from confusing which customer you are helping at any given time.
- b. It's required by law.
- c. It will help you establish a positive and friendly relationship.

2) According to the video, what do you need to remember when greeting a customer?

- a. To look them in the eyes.
- b. To compliment their outfit.
- c. To match your tone of voice to the words you are saying.

3) What is the undeniably brilliant name for an Alabama-themed store that you heard in this video?

- a. **Alabamarama.**
- b. **Alabamazon.**
- c. **Blam-a-bam-bama.**

EPISODE 3

THE THREE MAGIC WORDS OF CUSTOMER SERVICE

1) What are the three magic words of customer service?

- a. **Hold on, please.**
- b. **Please, thank you**
- c. **Abacadabra, open sesame**

2) According to the video, how does using the three magic words change your interaction with customers?

- a. **It will make your exchanges friendlier and more pleasant.**
- b. **It will reduce the chance of being sued.**
- c. **It won't make any difference, but somebody will probably insist that you use them anyway.**

3) The last scene of the video illustrates that ‘please’ and ‘thank you’ can be used incorrectly if _____.

- a. They don’t sound sincere.
- b. You are asking somebody for something.
- c. You say them too often.

EPISODE 4

WHEN, IF, AND HOW TO GO OFF SCRIPT

1) According to the video, who uses a customer service script?

- a. Call center operatives.
- b. Salespeople working the floor.
- c. Everyone in a customer-facing job, to some degree or another.

2) A good scripts functions as a _____.

- a. Guide to make the customer experience as seamless and enjoyable as possible.
- b. Step-by-step explanation of how to handle every possible situation.
- c. Deterrent to prevent customers from contacting you again.

3) You should consider changing your script whenever _____.

- a. You feel like it.
- b. You find that you are acting in an unnatural or insincere way.
- c. You’re gearing up for Mardi Gras.

EPISODE 5

STRIKING THE RIGHT BALANCE BETWEEN TOO FORMAL AND TOO CASUAL

1) According to the video, what's one problem with behaving too casually during a customer interaction?

- a. Your customers might not think you are especially concerned about tending to their needs.
- b. Your customers might complain to your supervisor about your inappropriate behavior.
- c. There is no problem with it. You can't be too casual.

2) Which of the following was NOT mentioned in the video as a way to strike the right balance between too formal and too casual?

- a. Dressing as well as or better than your customers, but not too much above them.
- b. Engaging in small talk.
- c. Asking about their family and marital situation.

3) What "glorious" haircut did the narrator have in high school?

- a. A mullet.
- b. A mohawk.
- c. A French braid.

EPISODE 6

HOW TO EXPRESS EMPATHY

1) According to the video, empathy requires you to be able to _____.

- a. Sound sorry even when you're really not.
- b. See things from another person's perspective.
- c. Anticipate your customers' needs before they have a chance to tell you.

2) Which of the following was shown in the video as an effective way to demonstrate empathy?

- a. Telling your customers that your problems are bigger than theirs.
- b. Saying "I'm sorry" as often as possible.
- c. Promising to solve a customer's problem before the phone call is over.

3) According to the video, what's one of the challenges involved in displaying empathy?

- a. Remembering to look appropriately concerned all the time.
- b. Remembering that each of your customers is unique.
- c. Remembering that empathy is a good thing.

EPISODE 7

HOW TO TELL A CUSTOMER NO

- 1) Why would you ever tell a customer no?
 - a. Because some of them deserve to be denied the things they want.
 - b. Because it will require less work on your part than having to do whatever it is they're asking for.
 - c. Because sometimes customers ask for things that you simply can't give them.

- 2) According to the video, instead of saying what you can't do you should instead talk about _____.
 - a. Other places they can go to get what they want.
 - b. What you can do for them, in order to provide some positive alternatives.
 - c. The weather, or whatever sports thingy was on last night.

- 3) Why does the narrator want to go to Kasota, Minnesota?
 - a. To visit his family.
 - b. To drive a tank.
 - c. To find an ocelot.

EPISODE 8

ANTICIPATING CUSTOMER NEEDS

1) According to the video, anticipating customer needs is not the same as _____.

- a. Giving them what they want.
- b. Reading their minds.
- c. Aggressively upselling them.

2) Which of the following is the most important skill in order to effectively anticipate your customers' needs?

- a. Listening carefully to what they say.
- b. Staying positive and bubbly at all times.
- c. Sensible shoes.

3) According to the video, anticipating your customer needs can lead to which of the following?

- a. Increased customer loyalty and higher sales.
- b. Fewer negative customer reviews.
- c. Achy knees and a mild fever.

ANSWERS

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b. Most customers will pay more to ensure a positive customer experience.

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NAMES AND GREETINGS

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