



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. Abracadabra, 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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