

Assessment

Call Center Success

First Edition

The objectives of this book are:

- To explain the basics of providing high quality customer service
- To describe the six elements of professionalism
- To explore how to understand and respond to customer needs
- To provide techniques for building effective communication skills
- To discuss the importance of a positive attitude
- To describe how to create and use a self-improvement plan



Assessment Questions for Call Center Success, First Edition

Select the best response.

1. In the typical call center, a CSR gets only one chance to satisfy the customer.
 - A. True
 - B. False

2. Within each customer telephone conversation, a CSR must:
 - A. Manage the customer conversation
 - B. Satisfy the needs of the customer
 - C. Control the length of the call
 - D. All of the above

3. To become a professional CSR, reps must master all of the following skills except to:
 - A. Know the products and services
 - B. Be a team player
 - C. Avoid taking responsibility
 - D. Remain customer-focused

4. A CSR's foremost responsibility is to:
 - A. Know the products and services
 - B. Stay customer-focused
 - C. Assist other CSRs
 - D. Handle a large number of calls

5. Making a commitment involves:
 - A. Striving to do your best
 - B. Deciding to remain in your position until retirement
 - C. Taking advantage of learning opportunities
 - D. A and C
 - E. All of the above

6. The Analytical Customer typically:
 - A. Is quick to make decisions
 - B. Is a good listener
 - C. Has a lack of patience
 - D. Is very direct and to the point

7. The Assertive Customer typically:
 - A. Needs a lot of information to make a decision
 - B. Focuses on relationships, not on results
 - C. Uses a faster rate of speech
 - D. Doesn't like to be rushed

8. Social conversation is important in dealing with an:
 - A. Analytical Customer
 - B. Assertive Customer
 - C. Neither of the above
 - D. Both of the above

9. Often customers want and need suggestions.
 - A. True
 - B. False

10. Obstacles to effective listening include:
 - A. Thinking of what you are going to say next
 - B. Thinking about the previous customer call
 - C. Making assumptions rather than asking questions
 - D. All of the above

11. A customer who is looking for accuracy and details is most likely:
 - A. Amiable
 - B. Analytical
 - C. A Driver
 - D. Outgoing

12. A customer who seems to want an immediate answer or solution is most likely:
- A. Amiable
 - B. Analytical
 - C. A Driver
 - D. Outgoing
 - E. C or D
13. You should address a customer by their first name:
- A. Always
 - B. Never
 - C. If they ask you to
14. If a customer criticizes a co-worker, it is best to:
- A. Agree with the customer
 - B. Acknowledge the criticism
 - C. Respond with a positive statement
 - D. None of the above
15. Using technical language:
- A. Impresses the customer with your product knowledge
 - B. May confuse the customer
16. In most cases, it is best to begin the problem-solving process with an open-ended question.
- A. True
 - B. False
17. When dealing with an angry customer, you should do all of the following except:
- A. Act in a courteous manner
 - B. Respond to the customer's emotion
 - C. Apologize for the customer's dissatisfaction
 - D. Offer or mention other benefits
18. You should only apologize when the customer is right.
- A. True
 - B. False

19. When leaving a message for a customer, you should:
- A. Keep the message brief and to the point
 - B. Give a time when you will be available
 - C. Repeat your name at the end of the message
 - D. All of the above
20. As a rule, you can assume that fax messages are only read by the person you send them to.
- A. True
 - B. False
21. When ending a conference call with a customer and a co-worker, you should:
- A. Say good-bye to everyone at one time
 - B. Drop the customer from the call and keep your co-worker on the line
 - C. Drop the co-worker from the call before saying good-bye to the customer
22. Email should be used to respond to a customer:
- A. Whenever possible
 - B. With the customer's permission
 - C. In a casual manner
23. You can choose to react positively to any situation.
- A. True
 - B. False
24. A factor that can cause job-related stress is:
- A. Lack of sleep
 - B. Diet
 - C. Office gossip
 - D. Negative attitude
25. An action plan should:
- A. Be based entirely on your own perceptions
 - B. Be complex
 - C. Set realistic goals
 - D. All of the above

Answer Key for Call Center Success, First Edition

Recommended response (Corresponding workbook page)

1. A (4)	6. B (26)	11. B (48)	16. A (66)	21. C (87)
2. D (5)	7. C (27)	12. E (49)	17. B (73)	22. B (89)
3. C (9)	8. C (29)	13. C (51)	18. B (75)	23. A (101)
4. B (16)	9. A (35)	14. C (61)	19. D (81)	24. C (107)
5. D (21)	10. D (46)	15. B (65)	20. B (85)	25. C (115)