Chapter 14 Communicating with Customers

True/False
Indicate whether the sentence or statement is true or false.

____ 1. A major source of income for many companies is the sale of products or services to customers.
____ 2. An internal customer is someone from outside the organization who purchases a product or service from the organization.
____ 3. Customer contact is any meeting or communication you have with a customer.
____ 4. When dealing with a difficult customer, you should maintain a professional attitude and not take the customer’s comments personally.
____ 5. When you need to refuse a customer’s request, you should use the direct approach for the message.
____ 6. A speaker cannot control voice qualities, such as tone and pitch.
____ 7. Using proper enunciation and correct pronunciation are important for clarity of speech.
____ 8. A listener must interpret a speaker’s words and nonverbal cues to understand the speaker’s message.
____ 9. The greeting is the main part of a conversation where parties give and receive information.
____ 10. Making eye contact is one sign that you are not paying attention to what a speaker is saying.
____ 11. Telephone communication requires the same listening skills, attention to verbal cues, and preparation as does face-to-face communication.
____ 12. When taking part in a telephone conversation, always let the caller hang up last.
____ 13. For business calls, it is important to consider the time zone of the location you are calling.
____ 14. Callers should avoid leaving lengthy voice mail messages.
____ 15. A telephone message should not contain the name or initials of the person who took the message.

Multiple Choice
Identify the letter of the choice that best completes the statement or answers the question.

____ 16. Customer service
   a. involves performing activities to ensure customer satisfaction
   b. is important for external customers only
   c. is important for internal customers only
   d. both a and b
____ 17. An internal customer is
   a. someone from outside the company who buys the company’s products
   b. another employee who works for your company
   c. not concerned about receiving good customer service
   d. both b and c
18. A company with a strong customer service culture
   a. has policies that make it easy for employees to satisfy customers
   b. allows employees to use their own initiative in solving customer problems
   c. provides customer service training for employees
   d. all the above

19. When using e-mail for customer contact
   a. do not worry about responding promptly
   b. place lengthy messages in the body of the e-mail
   c. state the purpose of the message clearly
   d. key the message in all capital letters

20. To provide quality customer service
   a. be courteous to all customers
   b. do not let the customer talk at length if you think you know what the problem is
   c. convince the customer to buy another product if you do not have the product the customer needs
   d. tell customers only favorable product information

21. When you need to refuse a customer request
   a. use a direct approach
   b. do not explain reasons for the refusal
   c. use positive words that show empathy
   d. both a and c

22. The quality of voice that describes how softly or loudly you speak is
   a. tone
   b. volume
   c. pitch
   d. enunciation

23. Saying “hafta” rather than “have to” is an example of
   a. good enunciation
   b. poor enunciation
   c. proper pronunciation
   d. poor tone

24. The sender and receiver may briefly restate what has been discussed in the conversation
   a. summary
   b. greeting
   c. introduction
   d. exchange

25. To be successful in face-to-face communications
   a. focus on sharing information
   b. speak in a way that the listener will understand
   c. be honest and sincere
   d. all the above

26. Talking by telephone
   a. is less personal than sending an e-mail message
   b. is not a good way to reach most people
   c. can give customers instant feedback
   d. is not a popular method of business communication
27. When talking on the telephone
   a. speak clearly and more slowly than you would in person
   b. enunciation is of little importance
   c. use a pleasant, high-pitched voice
   d. do not waste time with pleasantries, such as saying please and thank you

28. When planning an outgoing call
   a. identify the objective of the call
   b. select a direct or indirect approach
   c. gather all the information you will need for the call
   d. all the above

29. An effective voice mail message
   a. is courteous
   b. provides the needed information
   c. contains lengthy details
   d. both a and b

30. When taking a telephone message
   a. do not include your name as the message taker
   b. include the name and telephone number of the caller
   c. the date and time of the call is not important
   d. both a and c

Matching

Match the terms to their definitions below.

a. accessibility  f. newsgroup
b. blog  g. pitch
c. credibility  h. pronunciation
d. customer service  i. screening
e. enunciation  j. tone

31. The way in which each part of a word is said
32. A journal posted on a Web site that may allow readers to reply to postings on the site
33. The quality of being believable or trustworthy
34. The property of a sound, such as a voice, that describes it as high or low
35. The attitude toward your listeners or the topic discussed that is implied by your choice of words and the sound of your voice
36. An online discussion group that focuses on a specific topic
37. The way a word is spoken
38. A procedure for incoming calls that is used to learn who is calling
39. The ease with which someone can be contacted
40. The performance of activities to ensure customer satisfaction
Chapter 14 Communicating with Customers
Answer Section

TRUE/FALSE

1. ANS: T
2. ANS: F
3. ANS: T
4. ANS: T
5. ANS: F
6. ANS: F
7. ANS: T
8. ANS: T
9. ANS: F
10. ANS: F
11. ANS: T
12. ANS: F
13. ANS: T
14. ANS: T
15. ANS: F

MULTIPLE CHOICE

16. ANS: A
17. ANS: B
18. ANS: D
19. ANS: C
20. ANS: A
21. ANS: C
22. ANS: B
23. ANS: B
24. ANS: A
25. ANS: D
26. ANS: C
27. ANS: A
28. ANS: D
29. ANS: D
30. ANS: B

MATCHING

31. ANS: E
32. ANS: B
33. ANS: C
34. ANS: G
35. ANS: J
36. ANS: F
37. ANS: H
38. ANS: I
39. ANS: A
40. ANS: D