**PENNSYLVANIA FUTURE BUSINESS LEADERS OF AMERICA**

**2008 REGION LEADERSHIP CONFERENCE**

**CLIENT SERVICE**

1. Complete the following information on the answer sheet.
   1. **PRINT** your **NAME** on the first line following the word **NAME.**
   2. On the **SUBJECT** line, print the name of the **EVENT**.
   3. Following the words **TEST NO.**, print the test number as found on the front of your test.
   4. On the **DATE** line, print the name of your **SCHOOL**.
   5. Following the word **HOUR**, print the number of your **REGION**.

**DO NOT OPEN THE TEST UNTIL DIRECTED TO DO SO.**

1. All answers must be recorded on the answer sheet.
2. Read each question carefully before answering. When you have decided which answer is most correct, find the space on the answer sheet following the number of the problem, and with a **PENCIL** blacken the entire space in the proper column. Do not make any other pencil marks on the answer sheet, as the scoring machine will reject it.
3. Be sure you have a # 2 pencil with an eraser. **DO NOT** use a ballpoint pen.
4. If you are given **TRUE-FALSE** questions, please mark **A** for **TRUE** and **B** for **FALSE** in the space on the answer sheet following the number of the problem. For **MULTIPLE CHOICE** questions, mark the appropriate letter in the space on the answer sheet following the number of the problem.
5. No other equipment or materials are permitted to complete the test.
6. **ACCURACY IS OF UTMOST IMPORTANCE!** In the case of a tie, the competitor who progresses farthest through the test without making any errors shall be rated higher. However, if there should be no errors or in case the participants shall have identical errors, the person submitting his or her test to the event administrator first, will be rated higher.
7. You are allowed 60 minutes for writing the test. You will be given a starting signal and a warning after 55 minutes have elapsed.
8. If you should complete the test before the allotted time, take all papers to the designated person who will mark the order in which the tests are submitted. This time factor, however, shall be used only in the event a second tie breaker is needed.

**Mark the correct answer on your Scantron sheet for each of the following questions.**

1. Only extremely satisfied customers are genuinely loyal.
   1. True
   2. False
2. You can’t truly become customer-centric unless the entire organization is integrated so that everyone touches the customers.
   1. True
   2. False
3. Follow-up is one of the aspects of effective customer service.
   1. True.
   2. False.
4. An effective salesperson does not take the time to get to know their clients.
   1. True.
   2. False.
5. A salesperson must be willing to think outside the box and not always stick standard practice.
   1. True.
   2. False.
6. Salespeople should offer services common in their other industries but not necessarily common in their industry.
   1. True.
   2. False.
7. There is no one way to hug; it can be a smile, a high-five, expedited services, or sending out three-cent stamps.
   1. True.
   2. False.
8. One of the Golden Principles of business is to start out “everyone on the floor.”
   1. True.
   2. False.
9. The owner’s personality becomes the business.
   1. True.
   2. False.
10. Bad times hit all business, and when they do the salesperson can cut back things that the customer will notice.
    1. True.
    2. False.
11. The order of importance in client-service is your product, your service, and then your employees.
    1. True.
    2. False.
12. If client-service associates don’t build positive and personal relationships with one another, the organization can become dysfunctional.
    1. True.
    2. False.
13. Satisfied customers tell more people about their experiences than unsatisfied customers.
    1. True.
    2. False.
14. Technology is the backbone of any great company and it should be designed to help the customers understand the needs of the business.
    1. True.
    2. False.
15. Customer service only occurs after a problem arises.
    1. True.
    2. False.
16. Most technology systems focus on inventory or financial issues and often ignore the client base.
    1. True.
    2. False.
17. Most businesses gather data and always know how to use it effectively to meet the customer’s needs.
    1. True.
    2. False.
18. In order to win big clients, you need to plan, prepare, and practice.
    1. True.
    2. False.
19. Use entertainment as a means to further develop your business relationship with a client.
    1. True.
    2. False.
20. When you answer a call, and the customer really needs to resolve the issue with another department, it is your responsibility to make sure the customer reaches someone who can help.
    1. True.
    2. False.
21. If you want to have the best product, always have the vendors or suppliers come to you.
    1. True.
    2. False.
22. Customers always remember when you make a mistake; but they never remember how you fixed or corrected the mistake.
    1. True.
    2. False.
23. If you are traveling domestically with a client, always sit in economy class.
    1. True.
    2. False.
24. In business e-mails, it is appropriate to use abbreviations such as lol or ttyl?
    1. True.
    2. False.
25. If you are going on vacation give your client your hotel number and a fax number.
    1. True.
    2. False.
26. You can delegate authority but you can not delegate responsibility.
    1. True.
    2. False.
27. Start every client meeting by stating the purpose of the meeting and never discuss how long the meeting will last.
    1. True.
    2. False.
28. Customer responsiveness involves all the contact a customer has with your company from the point at which he or she is a prospective customer until the point the sale is completed.
    1. True.
    2. False.
29. The client-service associate should never be afraid of leveling with, or coaching a client.
    1. True.
    2. False.
30. It is acceptable to ask your client to identify who they would rate as their best business partner.
    1. True.
    2. False.
31. Customer-centric means:
    1. What the salesperson wants always comes first.
    2. The price of a product leads all decisions.
    3. The customer is reactive versus proactive.
    4. The customer is the center of the universe.
32. Hugging with regard to client-service is defined as:
    1. A mind-set.
    2. Touchy-feely type of sales promotion.
    3. Physical acts of compassion.
    4. Greeting a client the first time you meet them.
33. If you want customers to stay, then you have to assure them:
    1. They have made the right decision in choosing to do business with you.
    2. You are going to be there to assist them if they have any difficulty.
    3. You are going to hold your organization and its people accountable to ensure that the job gets done.
    4. All of the above.
34. The central area where the checkout is, is called the:
    1. Living room.
    2. Kitchen.
    3. Bathroom.
    4. Garage.
35. Salespeople gather information on their clients by:
    1. Listening and learning during the selling process.
    2. Completing customer surveys.
    3. Calling other individuals within the company to find out information about the client.
    4. All of the above.
36. Your business should feel like a home – customers should be:
    1. Addressed by first names.
    2. Served coffee and snacks.
    3. Offered diversions for their children.
    4. All of the above.
37. The Three E’s of client-service are:
    1. Energy, Excellence, Eagerness
    2. Eagerness, Execution, Embracement
    3. Enthusiasm, Execution, Excellence
    4. Energy, Enthusiasm, Execution
38. Climbing the pyramid means:
    1. Focusing on the customers that buy the most.
    2. Never forgetting the customers on the bottom.
    3. Both a and b are correct statements.
    4. Neither a nor b are correct statements.
39. To further a client-service relationship, use your technology to:
    1. Send a standard e-mail to all customers.
    2. Write personalized letters to your customers.
    3. Leave a voice mail message for your customers.
    4. Don’t make any additional contact with the customer.
40. A client-service associate should be:
    1. Committed to the community.
    2. Not involved in community activities.
    3. Participate in one community activity per year.
    4. Avoid all contact within the community they work.
41. In order to avoid mistakes, a client-service associate should:
    1. Track mistakes corporate-wide so they don’t happen more than once.
    2. Track mistakes and share them with only upper-management.
    3. Track mistakes and share them with only the client-service department.
    4. Don’t track mistakes at all.
42. An innovative way to develop new ideas is:
    1. Form a group within your company.
    2. Form a group with other non-competing businesses in your field.
    3. Form a group with upper-management.
    4. Form a group with other competing businesses in your field.
43. A customer who complains usually wants to:
    1. Get the product for free.
    2. Call attention to him or her.
    3. Have his or her experience validated.
    4. Contact the Better Business Bureau.
44. The client wants the product shipped on Monday. You are not able to ship the product until Wednesday. Which of the following statements is the best way to tell your customer?
    1. I can’t ship your product on Monday.
    2. I can’t ship your product until Wednesday.
    3. I can ship your product on Wednesday.
    4. I understand that you would like the product shipped on Monday. Due to our manufacturing schedule, we can ship it to you first thing Wednesday morning.
45. A car manufacturer faced a problem when the rear door locks were found to be faulty on its minivans. Those who were loyal customers found:
    1. Their perceptions about all other aspects of the minivan were impacted.
    2. They questioned whether other features of the car were reliable.
    3. They felt all locks would eventually be found to be faulty.
    4. They understood the lock was faulty and the problem would be corrected.
46. Which of the following are qualities customers look for in a client-service professional?
    1. Courtesy, integrity, knowledge of products and services, reliability
    2. Courtesy, honesty, knowledge of products and services, reliability
    3. Courtesy, decision making ability, honesty, reliability
    4. Courtesy, decision making ability, reliability, knowledge of products and services
47. You are speaking with a customer who is upset with your company. He sat home all morning waiting for a delivery that did not arrive. There is no way you can undo what already happened. What you say next can either calm the customer or upset him further. Which of the following is the best response to this customer?
    1. “Mr. Johnson, there is nothing I can do.”
    2. “Mr. Johnson, I am sorry for the mistake. Let me check right now to see what I can do for you.”
    3. “Mr. Johnson, let me check into this. I’ll get back to you tomorrow.”
    4. “Mr. Johnson, the only thing I can do is offer you free shipping on your next order.”
48. Which of the following is not acceptable when communicating with a customer?
    1. Interrupting the customer while they are speaking.
    2. Remaining objective and not jumping to conclusions.
    3. Paying attention to non-verbal communication.
    4. Refraining from becoming emotional.
49. Customer service should be based on:
    1. What you think the customer wants.
    2. What upper-management thinks the customer wants.
    3. What the customer actually wants.
    4. All of the above are ways to measure customer service.
50. Which of the following is an example of objective customer service measurement?
    1. Sales figures
    2. Interpersonal relations
    3. Oral and written communication
    4. Customer satisfaction results.
51. Which of the following is an example of subjective customer service measurement?
    1. Sales figures
    2. Interpersonal relations
    3. Productivity
    4. Expenses
52. Mrs. Jones just pulled into your parking lot. She is a customer who complains about everything. Your coworkers start making jokes about her and tell you that you will need to handle her. Your response is:
    1. Make your own jokes to your co-workers.
    2. Ignore Mrs. Jones and let another client-service professional handle her.
    3. Help Mrs. Jones as quickly as possible.
    4. Provide exceptional client-service to Mrs. Jones.
53. In which of the following situations is client-service follow-up necessary?
    1. When a customer is upset with your company.
    2. When a customer has unrealistic expectations.
    3. When a customer completely understood what they were purchasing.
    4. None of the above situations warrant follow-up contact.
54. While talking with a customer that is upset, you know that you need to contact the customer in a few days to make sure everything is ok. Which of the following statements is the best way to let the customer know you will be contacting them again?
    1. I’ll call you back after I research this issue.
    2. I’ll get back to you as soon as possible.
    3. I’ll call you on Friday with an answer.
    4. All of the above statements are acceptable.
55. In order to be an exceptional client-service associate, it is important for you to:
    1. Learn all you can about your products and services.
    2. Learn all you can about your competitors products and services.
    3. Learn about your entire company operation.
    4. All of the above are important to being an exceptional client-service associate.  
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56. Which of the following is the most important aspect of any job?
    1. Meeting deadlines set by your manager.
    2. Developing new products.
    3. Customer service.
    4. Being a reliable employee.
57. You are working with a client from another country. Their customs are different than your customs. Which of the following statements best describes how you should handle this situation?
    1. Don’t’ worry about the differences in customs. All foreigners are aware of customs in the United States and will adapt to your customs.
    2. Learn all you can about the clients customs. This will show the client that you are genuinely interested in them.
    3. Allow your client to demonstrate their customs, but don’t spend much time learning about them; focus on the business at hand.
    4. Customs don’t matter in business.
58. You are employed at Pencils-R-Us. A customer contacts you on Tuesday with an error in her order. She received the 500 pencils that were supposed to say “East Fox Elementary School” and was ordered in blue and gold. They arrived as red and white with “East Font Elementary School.” The pencils are to be used for each elementary student on Monday fro a special program. They paid an additional $50 for a rush order. Which of the following statements is the best way to meet the needs of the client?
    1. We absolutely can’t fill this order for you on Monday.
    2. We can’t guarantee you will have the order on Monday.
    3. We can refund you 50% of the purchase price with the understanding that you won’t receive the order until Tuesday.
    4. We can place a rush on the correct order and pay for overnight shipping with 100% refund if it does not arrive on Monday.
59. Use the scenario in question 49 to answer the following question. Which of the following dates is the first time to follow-up with the client?
    1. Friday afternoon.
    2. Monday morning.
    3. Monday afternoon.
    4. Tuesday morning.
60. If your store does not offer the particular product or service the customer is looking for, your first option should always be to:
    1. Convince the customer he doesn’t need it anyway.
    2. Suggest alternatives that your store does carry.
    3. Immediately refer him to a competitor.
    4. Inform him of the drawbacks of the product he is seeking.
61. When dealing with client-service issues, clients most want:
    1. The human touch.
    2. Automated technology (e-mail, voice mail, etc.)
    3. Limited contact with the client-service professional.
    4. None of the above.
62. Clients are interested in:
    1. Reliability of your people.
    2. Reliability of your product.
    3. Reliability of your service and customer experience.
    4. All of the above.
63. When speaking with a client on the telephone, which of the following should be avoided?
    1. Smiling.
    2. Chewing gum.
    3. A quiet atmosphere.
    4. Speaking with a soothing voice.
64. Today, client presentations are usually delivered with the help of PowerPoint slides. Which of the following is a common mistake in these presentations?
    1. Keeping is short and precise.
    2. Keeping slides clear and uncluttered.
    3. Knowing your main points and covering them multiple times.
    4. Including every point of the presentation on the slides.
65. Often it takes days or weeks to answer a question that a client may pose. In the interim, what is the best way to keep the client informed?
    1. E-mail the client on a regular basis.
    2. Don’t contact the client until you find out the answer.
    3. Call the client and say “I have not forgotten about your question and we should have an answer soon.”
    4. Send a letter to the client informing them that you haven’t forgotten about their question and that you should have an answer soon.
66. Which of the following types of listening involves hearing the spoken message as well as the unspoken clues in the words, tones, and pacing?
    1. Passive
    2. Selective
    3. Active
    4. Inactive
67. In today’s age with communications, client-service associates should provide clients with the following:
    1. Your cell phone number.
    2. Your home phone number.
    3. Your e-mail address.
    4. All of the above.
68. Which of the following statements would be most appropriate to use with a client?
    1. Let’s review what we know.
    2. Can we get back on task?
    3. Why are you really here?
    4. Let’s get to the point of this call.
69. If something goes wrong with a sale under your supervision, you should:
    1. Blame the manufacturing department.
    2. Blame the co-worker who assisted you with the sale.
    3. Tell the customer he filled out the paperwork incorrectly.
    4. Take responsibility for the mistake and don’t make excuses.
70. Which of the following is not a good way to create long-term customer relationships?
    1. Using a gimmick to attract new customers.
    2. Creating a positive corporate image.
    3. Engaging in appropriate business actions.
    4. All of the above.
71. When solving a customers problem, which of the following should be done first?
    1. Generate options.
    2. Analyze the situation.
    3. Implement the solution.
    4. Evaluate options.
72. Which of the following is the appropriate way to end a telephone conversation with a client?
    1. Let the client hang up first.
    2. Let the client-service associate hang up first.
    3. Thank the client for calling and then hang up.
    4. It doesn’t matter how a telephone conversation is ended.
73. Disconnecting from a customer may happen by:
    1. Providing client-service follow-up at regular intervals.
    2. Providing products that meet customer’s needs.
    3. Offering the same types of promotions.
    4. None of the above causes customer disconnection.
74. In all industries, clients want things fast, fast, fast. We must empower clients with self-sufficiency. Examples of self-sufficiency may include:
    1. Automated teller machines.
    2. Self check-in at airports.
    3. None of the above.
    4. Both a and b.
75. Your current customers have the following concerns about new customers you may acquire:
    1. Additional customers mean you can provide a lower price.
    2. Additional customers mean you will have less time for existing customers.
    3. Additional customers mean growth for your business and too much growth you may forget about existing customers.
    4. All of the above are concerns.
76. If a project needs to get done for a client and there is no one at the right level to do it:
    1. Contact the correct department personally and make sure the project is finished.
    2. Roll up your sleeves and tackle it yourself.
    3. Contact your assistant and make sure he or she completes the project.
    4. Tell your client it can’t be done.
77. Merchandising the client-service associates success is not done by:
    1. Grandstanding, bragging, and showing off.
    2. Letting the client know your past successes.
    3. Not grandstanding, bragging, and showing off.
    4. Keeping the client apprised of what you are up to.
78. A probing question:
    1. Usually elicits a “yes” or “no” answer.
    2. Requests information in a way that requires more of a complete answer than a simply “yes” or “no.”
    3. Helps speed up interactions with people who find it difficult to make a final decision.
    4. Uses information already established to clarify points and ask for more details.
79. Which of the following is not a tip to consider before answering client questions:
    1. Answer a question with a question.
    2. Decide whether you know the answer.
    3. Smile
    4. Be careful with your power.
80. Positive language displays all of these questions except:
    1. It does not stress positive actions that would be appropriate.
    2. It tells the client what can be done.
    3. It suggests alternatives and choices available to the client.
    4. It stresses positive actions and consequences that can be anticipated.
81. When writing to clients, all are important books to have on hand except:
    1. Dictionary
    2. Business magazine
    3. Thesaurus
    4. Office handbook
82. Active listening is:
    1. Seeking to understand the other person’s position without getting emotionally involved.
    2. Hearing without sending any feedback.
    3. Hearing only what you want to hear.
    4. Listening with your whole mind and body—not just your ears.
83. What is not a strategy that native speakers can do to become better listeners while non-native clients are speaking?
    1. Pretend to understand what they are saying.
    2. Avoid making judgment about incorrectly accented speech.
    3. Don’t correct grammar and pronunciation errors.
    4. Be a patient listener.
84. When deciding whether a dress code is appropriate and what it should be, most organizations take into consideration:
    1. The business’s public image.
    2. The nature of the work performed by the employees affected by the dress code.
    3. Safety standards.
    4. All of the above.
85. Soft skills can be described as:
    1. Punctuality.
    2. Cooperation.
    3. Both A & B.
    4. None of the above.
86. When a client calls and you must put them on hold, follow all of these basic telephone courtesies except:
    1. Tell the caller why you would like to put him/her on hold.
    2. Ask permission to put them on hold.
    3. Keep callers on hold no longer than 3 minutes.
    4. Offer to call the customer back instead of putting him/her on hold.
87. When leaving a voicemail message for a client:
    1. State your name, company name, why you are calling, and call back number.
    2. Don’t plan ahead of time what you will say.
    3. Repeat the call back number slowly three times.
    4. State your name, the date and time, your company name, why you are calling, and the call back number.
88. The National Do Not Call Registry:
    1. Began in July 2007 and requires client service associates to drop from their call lists, the phone numbers of clients who are registered.
    2. Was created to give customers the choice of whether or not to allow telemarketers calls to their home.
    3. Has a registration fee and can be requested on-line or by calling a toll-free number.
    4. Is not enforced by state governments.
89. When using a business e-mail system, client service associates should bear in mind:
    1. That occasionally sending personal e-mail is okay.
    2. Using all capital letters in e-mails is okay.
    3. The employee owns the e-mail and that the employer doesn’t have the right to review the e-mails.
    4. Each client who sends an e-mail message should receive an immediate reply with an instant reply message.
90. A client service associate who has an amiable personality type:
    1. Wants to build relationships, loves to give others support and attention, values suggestions from others, and fears disagreements.
    2. Wants to save time, value results, and love being in control and doing things his/her way.
    3. Values appreciation and a pat on the back, loves social situations and parties, likes to inspire others, and is extroverted, readily showing emotion to others.
    4. None of the above.
91. As a client service associate, it is important to understand generational differences when dealing with clients. This generation group “works to live” and expects diversity as a fact of life and fully accepts women in positions of power.
    1. Millennials.
    2. Matures.
    3. Baby Boomers.
    4. Generation X.
92. This generation puts in long hours because of how closely they associate their occupation with their identities. This generation is the first credit card generation. In addition, this generation currently makes up the majority of the political, cultural, and academic leadership roles in the United States.
    1. Millennials.
    2. Matures.
    3. Baby Boomers.
    4. Generation X.
93. Some clients may have a service animal to assist with a disability. As a client service associate, all of the rules apply except:
    1. The animal is a pet so it is okay to pet the service animal.
    2. Don’t feed the service animal.
    3. Don’t make noises at the animal.
    4. Only assist the client if given permission.
94. Clients categorize a “value turnoff” by the following example:
    1. Voicemail menus that are unnecessarily complicated.
    2. Slow service and lack of delivery options.
    3. Poor product selection and inadequate reordering processes.
    4. A failure to meet quality expectations and inadequate guarantees.
95. Clients categorize a “system turnoff” by the following example:
    1. Client service associates projecting an indifferent attitude.
    2. A failure to meet quality expectations and inadequate guarantees.
    3. Unnecessary or repetitious paperwork requirements and a lack of delivery options.
    4. High prices relative to the perceived value of the product or service.
96. When your boss is not available, you answer the telephone. What should you say when she is on a coffee break?
    1. I am sorry but she is on a coffee break, Could I please have your name and number and I will get her to call you back when she returns.
    2. I am sorry. She is right down the hall in the coffee room. Could I please have your name and number and I will get her to call you back when she returns.
    3. I am sorry, but she can’t come to the phone right now. Could I please have your name and number and I will get her to call you back when she returns.
    4. You just missed her. I think she went on her coffee break. Could I please have your name and number and I will get her to call you back when she returns.
97. You work for First City Bank. When calls come in, they go directly to your phone; there is no receptionist. How should you answer each call?
    1. Thank you for calling First City Bank, how can I help you?
    2. Thank you for calling First City Bank, Crystal speaking, how many I help you?
    3. Crystal speaking, how may I help you?
    4. Thank you for calling First City Bank, Crystal speaking.
98. While eating lunch at the food court in the mall, Kina, a client service associate at a retail store within the mall, witnesses a customer service incident in action. A woman approached the counter with a crushed Styrofoam cup and said, “This cup fell off our table and broke. I need another drink and I need someone to come clean up our table and the floor.” The tone of her voice suggested that somehow the restaurant was responsible for her broken cup. What should be done?
    1. Tell the customer that you are very sorry but the cup can’t be replaced because she was the one who accidentally dropped the cup.
    2. Tell the customer that you saw that the cup didn’t drop off the counter, but you could give her a glass of water. You also volunteer to give her a free French fry coupon.
    3. Tell the customer that you are sorry that this occurred and you will be happy to replace the drink. Ask her to move to another table because no one can clean up the mess immediately.
    4. Tell the customer that you are sorry that this occurred and you will be happy to replace the drink. And another employee will be out to clean up the mess immediately.
99. Macy recently went to work for ABC Company as the receptionist and client service representative. In the first week, several other employees went out of their way to go through the lobby just to see her. She is very attractive, and everyone soon learned she was a former local model. Macy’s image started to create problems within the company. Though Macy was a nice person and didn’t appear conceited, her appearance was a distraction to the organization. The office manager discovered that work had slowed own since Macy was hired. For instance, male sales reps were stopping by and spending time chatting with her; female workers were saying catty things behind her back and seemed to be spending more time having negative conversations. Three comments overheard were, “She’s too perfect,” “She wears heavy makeup,” and She dresses too nice for this place.” What would you do if you were the manager of the client service department?
    1. Speak to all employees about the importance of the daily work and that you are having a difficult time understanding why production seems to be lacking. Discuss with employees about the importance of time management and working as a team.
    2. You feel badly, but unfortunately, Macy is too distracting and you are going to have to let her go from the company.
    3. Speak with Macy about her appearance to see if she can tone down her attire and be careful about her behavior with other employees.
    4. Speak with the male members of the department about appropriate behavior and sexual harassment in the workplace. Speak with female members of the department about team work and making sure that they meet their production amounts.
100. You are working in the hotel industry, and an international traveler is asking directions to a local landmark. Although you have repeated the instructions several times, the traveler just doesn’t seem to understand your directions. What should you do?
     1. Try and explain the directions one more time.
     2. You know that the person in the Purchasing Department speaks the language of the international traveler but she is out to lunch for 15 more minutes. Ask the traveler to wait for the 15 minutes and someone will assist him.
     3. Get a map with detailed landmarks and map out the course that the traveler needs to take.
     4. Ask another member in your department to assist you because the other person has great use of body language and she may be able to assist with the traveler.