

Quiz 3: on 'Zappos' CEO on Going to Extremes for Customers' article

Fecha límite No hay fecha límite

Puntos 5

Preguntas 5

Tiempo límite Ninguno

Intentos permitidos 2

Instrucciones

The following questions are based on, 'Zappos' CEO on Going to Extremes for Customers'.

[Volver a realizar la evaluación](#)

Calificación para este intento: **3.67** de 5

Presentado 26 de oct en 15:13

Este intento tuvo una duración de 9 minutos.

Pregunta 1

1 / 1 ptos.

Zappos CEO highlights three opportunities in handling a customer call well.
Select all three from the following list.

- ☒ Create emotional impact
- ☒ Make a lasting memory
- ☒ Build the brand reputation for the very best CX
- ☐ Upsell, getting customers to buy products they don't really need

Pregunta 2

0 / 1 ptos.

Zappos' business success came from a big boost to their marketing budget

☒ True

Zappos decided to spend their money on providing a great customer experience at every touchpoint. They figure happy customers will then do their marketing for them, with positive word-of-mouth.

☐ False

Pregunta 3

1 / 1 ptos.

Zappos highlight 7 ways to achieve exceptional customer service. Which rules from the following list also appear in the Zappos list of 7?



Make customer service a priority for the whole company. It's not just a department.



Don't hide your company phone number. You want to talk to customers.



Upsell at any opportunity. The goal is to take as much money from the customer as possible.



View the cost of handling a customers' calls as an investment in marketing, not an expense.

Pregunta 4

1 / 1 ptos.

The article mentions a case where a customer service representative spent 6 hours on the phone with a customer helping them make decisions about what to buy. What was the consequence of this action?

☐ Company revenue was down 15% that day as phone lines were full



Nothing. This is the sort of going above-and-beyond for the customer that Zappos expect from their employees



The employee lost their job for staying on the line longer than the mandated upper limit of 22 minutes



The employee lost their job for not upselling when they had the opportunity

Pregunta 5

0.67 / 1 ptos.

What does Zappos CEO Tony Hsieh attribute company growth over the past few years to? (Select all correct answers from the list)



Investing time, money and resources in customer service



Investing time, money and resources in aggressive online marketing campaigns



Investing time, money and resources in employee training and development



Investing time, money and resources in company culture



Investing time, money and resources into moving the entire company operations to Santa Monica

Calificación de la evaluación: **3.67** de 5

