Formative Assessment HFB.CO2.LM01

1. Which of the following are characteristics of good customer service?
   1. Polite, attentive, slow and aloof
   2. Polite, attentive, prompt and condescending.
   3. Prompt, disrespectful, attentive and quick
   4. Polite, attentive, friendly and respectful.
2. The benefits of improving customer service will:
   1. Increase morale and job satisfaction
   2. Improve sales from happy customers
   3. Increase business due to work of mouth
   4. All of the above
3. When it comes to customer service, whose opinion is the most important?
   1. The person receiving the service
   2. The staff member providing the service
   3. The staff members boss
   4. The owner of the company
4. Good service is:
   1. Work done for others
   2. Service that meets customer needs in the way that customers want and expect them to be met.
   3. Activities performed by people for the benefit of others
   4. Service in which staff members do not understand “moments of truth”
5. Good customer service is integral to success and gives a business a competitive advantage.
   1. True or False?
6. What is Frontline Service?
   1. Special service for repeat customers
   2. Face to face service with the guest
   3. Service that starts outside of the business, such as the valet parking.
   4. A type of loyalty program
7. What is a service gap?
   1. The difference between what a customer was expecting and what they received.
   2. When you are short on staff and don’t have enough people to work.
   3. When it takes too long to serve the guest.
   4. None of the above
8. This is the name for the physical environment where the service takes place.
   1. Service blueprint
   2. Serv qual
   3. Servicescape
   4. Guest space
9. A SWOT analysis is used in strategic planning and looks at the company’s
   1. Strengths, weaknesses, opportunities and threats
   2. Abilities of their employees to give excellent service during a “moment of truth”
   3. Capabilities of meeting and exceeding their financial obligations
   4. Ability to hire and train quality employees.
10. In the service business:
    1. Production and consumption are completely separate
    2. Services can be inspected for quality before they are “consumed” by the customers.
    3. Other customers are part of the service product
    4. Customers never see the service “factory”.