


Lesson 7 Quiz

Complete the quiz below.

Points: 10

▼ Your Submission:

Started on Jul 25 at 05:16

1 If you meet your customers' basic expectations they will be loyal to your business. 


True False

2 Customers who have a bad experience with a business usually don't tell anyone else about the situation. 

True False

3 Every business owner should understand the four levels of customer service because each level illustrates a potential new market for your product or service. 

True False

4 Including customers in the very development of your business produces the highest level of customer loyalty. 

True False

5 If you give fabulous service personally as the company founder, it will be easy to perpetuate exceptional customer service as your business grows. 


True False

6 Always exceeding customer expectations is a good way to separate your business from the competition. 

True False

7 A strategy for engaging customers in the development of your business is to meet their basic needs. 


True False

8 The "service is in the system" means that exceptional service will not happen unless you have practices, procedures, training, feedback, rewards, etc. that promote fabulous service with all of your employees. 

True False

9 If all of your employees are trained to tolerate your customers you shouldn't receive any negative publicity. 

True False

10 A good strategy for perpetuating phenomenal service is to develop a process for getting ongoing customer feedback, avoid policies that interfere with fabulous service, and create a culture that views customers as partners of your business. 

True False

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