

Chapter 1: INTRODUCTION TO CUSTOMER SERVICE

1. Which of the following best describes customer service:

- A: The environment in which services are delivered*
- B: Products delivered in appropriate settings*
- C: Products or services aimed at both internal and external customers*
- D: Services delivered via the efforts of employees*
- E: All of the above*

Answer: E

2. A well-established customer service philosophy can differentiate an organization from competitors. This is referred to as the organizations:

- A: Customer service package*
- B: Service culture*
- C: Imagineering*
- D: Customer service priorities*
- E. Services marketing model*

Answer: B

3. The physical infrastructure of a retail space or hospitality setting may be referred to as its:

- A: Customer landscape*
- B: Service arena*
- C: Servicescape*
- D: Business platform*
- E: Service platform*

Answer: C

4. The Craftsman Economy of the 1800s was characterized by:

- A: An era of mass produced goods*

B: High customer demand for goods

C: Customized orders and customer care

D: High quality products but limited service quality

E: Arts and crafts markets

Answer: D

5. Lucas (2009) defines customer service as ‘the ability of knowledgeable, capable, and enthusiastic employees to deliver products and services to their internal and external customers in a manner that satisfies:

A: Global competition

B: Service quality

C: Both identified and unidentified needs

D: Asian manufacturers

E: Customer demand

Answer: C

6. In today’s service economy success is increasingly dependent on:

A: Global competition

B: Service quality

C: Product regulations

D: Asian manufacturers

E: Customer demand

Answer: C

7. According to the Bain Company, the customer service perception gap (Figure 1.1 in the text) refers to which of the following:

A: The gap between the perceived value and importance of customer service jobs

B: The gap between the level of service expected and actually received

C: The gap between company and customer perceptions of service quality

D: The gap between individual customer perceptions of service quality

E: The gap between the service promise and service delivery

Answer: C

8. A unique characteristic of service products is that they cannot be seen, felt, tasted or touched. This is referred to as:

A: Intangibility

B: Inseparability

C: Heterogeneity

D: Perishability

E: Inestimability

Answer: A

9. The inseparability of services means that the quality of service and customer satisfaction is highly dependent on which of the following:

A: Management of fluctuations in customer demand

B: Standardized offerings for individual customers

C: Inventorying individual services

D: Establishing patents for individual services

E: Interactions between employees and customers

Answer: E

10. The perishability of services in particular suggests the need for which of following within the tourism and hospitality industries:

A: Target markets

B: Return policies

C: Demand forecasting

D: Product diversification

E: Staff training

Answer: C

11. The services marketing triangle is made up of the company, service providers and customers. The process by which the company and service providers interact to deliver customer service excellence may be described as:

A: Making promises

B: Interactive marketing

C: Enabling promises

D: Keeping promises

E: External marketing

Answer: C

12. The traditional 4 'P's of marketing are (1) product, (2) place, (3) promotion, and (4) price. An additional 3 'P's for services marketing in particular have been identified as the following:

A: Product lines, packaging, price level

B: People, physical evidence, process

C: Physical evidence, packaging, publicity

D: Price level, people, product lines

E: Process, packaging, publicity

Answer: B

13. The tourism industry in western countries may be considered mature and thus characterized by all of the following, EXCEPT:

A: Severe competition

B: Lower overall market growth

C: High product differentiation

D: Service importance

E: Limited promotional costs

Answer: C

14. The American Customer Satisfaction Index (ACSI) compares which of the following:

A: International and domestic customer satisfaction ratings

B: Tourism and hospitality industry customer satisfaction ratings

C: US product and service customer satisfaction ratings

D: Restaurant, airline and hotel customer satisfaction ratings

E: Quarterly customer satisfaction ratings by sector

Answer: C

15. In the tourism and hospitality industry, Asian markets are typically associated with which of the following:

A: High levels of service

B: Mass produced goods and services

C: Inferior customer service

D: Specialized services

E: Standardized services

Answer: A