

# BBPSD

## Exam CSFX

### Customer Service

Version: 6.0

[ Total Questions: 165 ]

**Question No : 1**

A customer who is an Amiable Type would typically be classed as:

- A. An authoritative and informed customer.
- B. Unlikely to make a purchase.
- C. Someone who often comes in to chat and not buy.
- D. Talkative and interested more in opinion than facts.

**Answer: D**

**Question No : 2**

When establishing standards of customer service it is helpful if they are specific, time bound and:

- A. Measurable.
- B. Achievable.
- C. Realistic.
- D. All of the above.

**Answer: D**

**Question No : 3**

It is important to give an internal customer a good customer experience because:

- A. They are more important than external customers.
- B. They are equally as important as external customers.
- C. They are more likely to complain than external customers.
- D. They are more likely to be a returning customer.

**Answer: B**

**Question No : 4**

A customer who is an Amiable Type would typically be classed:

- A. An authoritative and informed customer.
- B. Unlikely to make a purchase.
- C. Someone who often comes in to chat and not buy.
- D. Talkative and interested more in opinions than facts.

**Answer: D**

**Question No : 5**

A person who has the skills to deal effectively in customer facing roles is known as a:

- A. A service employee.
- B. Customer service professional.
- C. A trained salesperson.
- D. A marketing specialist.

**Answer: B**

**Question No : 6**

When communicating with a customer by writing a letter you should:

- A. Sign the letter yourself.
- B. Keep the letter courteous, short and to the point and spell check it.
- C. Read through the letter before sending.
- D. All of the above.

**Answer: D**

**Question No : 7**

When communicating with a customer by writing a letter you should:

- A. Never sign the letter yourself.
- B. Sign the letter yourself.
- C. Make the letter long and interesting.
- D. None of the above.

**Answer: B**

**Question No : 8**

Customer information should be collected by a shop:

- A. Once you are aware that the customer is a regular shopper.
- B. The first time the customer comes into the shop.
- C. If a customer appears to be one who will return to the shop.
- D. When the customer makes his first purchase.

**Answer: B**

**Question No : 9**

When establishing standards of customer service it is helpful if they are specific, achievable, realistic, time bound and:

- A. Trusted.
- B. Measurable.
- C. Trustworthy.
- D. Tested.

**Answer: B**

**Question No : 10**

When a product or service has not been differentiated in the market place then it is best to use:

- A. A quick sales strategy.
- B. A differentiated targeting strategy.
- C. A market segment.
- D. An undifferentiated targeting strategy.

**Answer: D**

**Question No : 11**

When a business is always looking for small things to improve the overall customer experience we call it:

- A. Better business.
- B. Improving the business.
- C. Continuous improvement.
- D. Getting better.

**Answer: C**

**Question No : 12**

If a business prided itself on the quality of its service to customers as being the best in the market then this could be its:

- A. BPS.
- B. PRI.
- C. USP.
- D. CSP.

**Answer: C**

**Question No : 13**

Email communication is effective because it is:

- A. Suitable for global markets.
- B. Expensive.
- C. Not possible to trace.
- D. None of the above.

**Answer: A**

**Question No : 14**

Customers are often sub divided into smaller groups to distinguish purchaser behaviour. This activity is known as:

- A. Group segmentation.
- B. Group purchasing.
- C. Market segmentation.
- D. Sectional marketing.

**Answer: C**

**Question No : 15**

If possible, the first time a customer comes into a shop you should ensure that:

- A. They purchase something.
- B. You find out their name.
- C. Customer information is collected.
- D. You make sure they are in the correct shop.

**Answer: C**

**Question No : 16**

There are a number of important events in customer interactions. These are called:

- A. Key interactions.
- B. Key customer exchanges.
- C. Important customer events.
- D. Critical moments.

**Answer: B**

**Question No : 17**

When dealing with Internal customers you must:

- A. Make sure you have dealt with external customers first.

- B. Apply the same level of service as external customers receive.
- C. Ensure that you obtain payment details.
- D. Check that they have authority to purchase.

**Answer: B**

**Question No : 18**

The three generally recognised types of customer are assertive, analytical and:

- A. Aggressive.
- B. Amiable.
- C. Authoritative.
- D. Aware.

**Answer: B**

**Question No : 19**

Measuring how your organisation is performing with customer service in relation to your competitors is known as:

- A. Comparing.
- B. Standardising.
- C. Benchmarking.
- D. Contrasting services.

**Answer: C**

**Question No : 20**

Doing more than one task at a time is known as:

- A. Sequential tasking.
- B. Multitasking.
- C. Activity scheduling.
- D. Efficiency tasking.

**Answer: B**

**Question No : 21**

A common barrier to communicating with customers are the:

- A. Use of emails.
- B. Attitudes and assumptions that we make.
- C. Busy lives we lead.
- D. Lack of shop assistants.

**Answer: B**

**Question No : 22**

Which of the following is the most important reason for getting customer feedback:

- A. To improve the overall customer experience.
- B. To be seen to be responsive to customers.
- C. To establish a customer database.
- D. To improve sales.

**Answer: A**

**Question No : 23**

A customer who is talkative and interested more in opinion than facts when making a purchase would be classed as an:

- A. Authoritative type.
- B. Amiable type.
- C. Relaxed type.
- D. Analytical type.

**Answer: B**



**Question No : 24**

Which of the following is the most important reason for getting customer feedback:

- A. To improve the overall customer experience.
- B. To be seen to be responsive to customers.
- C. To establish a customer database.
- D. To improve sales.

**Answer: A**

**Question No : 25**

Customer expectations:

- A. Should always be met.
- B. Can sometimes not be met.
- C. Can rarely be met.
- D. Are never likely to be met.

**Answer: B**

**Question No : 26**

When establishing standards of customer service it is helpful if they are Specific, Achievable, Realistic, Measurable and:

- A. Time bound.
- B. Trusted.
- C. Trustworthy.
- D. Tested.

**Answer: A**

**Question No : 27**

An employee who has the skills to deal effectively in customer facing roles within the business is called a:

- A. Trained salesperson.
- B. Customer service professional.
- C. Effective customer professional.
- D. Customer focused professional.

**Answer: B**

**Question No : 28**

An undifferentiated targeting strategy is used when a product or service has:

- A. Not been differentiated in the market place.
- B. Been specially developed for a particular market segment.
- C. A product with more than one customer segment.
- D. No price difference attached to it.

**Answer: A**

**Question No : 29**

A customer who takes a systematic and detailed approach to his purchase would be classed as an:

- A. Authoritative type.
- B. Aware type.
- C. Assertive type.
- D. Analytical type.

**Answer: D**

**Question No : 30**

If a business prided itself on the quality of its service to customers as being the best in the market then this could be its: