

Student name: _____

The goals of providing customer service are the same in their focus despite the differences between organizations.

true

false

Customer service is the ability of knowledgeable and capable employees to deliver products to their external and internal customers.

true

false

The ultimate goal of customer relationship management is customer loyalty.

true

false

Internet service providers are an example of organizations that provide both products and services.

true

false

According to the Census Bureau and the Bureau of Labor Statistics, state and local governments are classified as belonging to the service sector while the federal government is not.

true

false

A manufacturer of consumer goods, wanting to reduce costs, relocates its production facility to a rural location. This is an example of a cottage industry.

true

false

Organizations such as the International Council of Customer Service Organizations (ICCSO) work to help develop and promote service and professional excellence standards globally.

true

false

According to the U.S. Bureau of Labor Statistics, the long-term shift from goods-producing to service-producing employment is expected to reverse, resulting in fewer service jobs.

true

false

One trend in job development comes about from the need for employees to be able to have regular access to personal and professional networks and to engage in collaborative exchanges, which means more jobs are likely to develop in rural areas.

true

false

Employees who work from their homes or satellite locations are considered to be telecommuting.

true

false

The practice of telecommuting does not include people who are self-employed.

true

false

Instant messaging refers to a form of Internet communication where users can transmit text messages or chat in real-time via the Internet to one or more people.

true

false

COVID-19 resulted in an increase in telecommuting that required companies to adjust to new operational requirements.

true

false

ADP Research Institute determined that during the pandemic, companies with more employees experienced larger declines in total employment than smaller employers.

true

false

When Maisey moved to Chicago to start a job in customer service, she joined a local group of people with similar jobs who met monthly to share experiences and discuss the job market. This is an example of professional networking.

true

false

One result of the shift to home-based work during the pandemic was a potential increase in mental health crisis situations.

true

false

The United Kingdom's decision to leave the EU (BREXIT) is likely to result in lost revenue and cuts in services and employment by companies in the UK as well as Europe.

true

false

Today's workforce is expected to grow at a faster pace than in previous decades.

true

false

The development and increased sophistication of technology has led to an increase in manufacturing and blue-collar jobs.

true

false

The U.S. government has not made any effort to upgrade and expand broadband access nationwide since the late 1990s.

true

false

Offshoring refers to the practice of contracting with third-party companies outside the organization.

true

false

By 2028, the manufacturing sector is expected to recover and account for more than half of all wage and salary jobs in the U.S. economy and most of the job growth.

true

false

Customer service professionals need to be abreast of current organizational policies and procedures.

true

false

Customer satisfaction refers to the feelings of a person whose needs have been met by an organization.

true

false

External customers are the ones who actively seek out; research; and buy, rent or lease products or services offered by the organization.

true

false

Organizational culture impacts employees, not customers.

true

false

The best way to approach a job interview is from a consumer mentality.

true

false

Learning organizations are businesses that work in education-related fields.

true

false

The term used to describe businesses and organizations that are engaged primarily in service delivery is

customer service.

customer-focused organizations.

service sector.

service dealers.

A multinational software company works to satisfy its clients by identifying their needs and establishing policies and procedures to support excellence in service delivery. This company could be described as a(n)

customer-focused organization.

offshoring organization.

cottage industry.

outsourcing organization.

According to the Census Bureau and the Bureau of Labor Statistics, wholesale trade, retail trade, finance, insurance, and the federal government are examples of the _____ sector.

service

primary

public

private

During the early days of business growth, many sold or bartered products from their homes in what became known as

insourcing organizations.

cottage industries.

service industries.

customer-focused organizations.

_____ is the term applied to an ongoing trend of information, knowledge, and resource sharing around the world.

Networking

Telecommuting

Globalization

Deregulation

Which of these jobs is expected to continue to grow at a rapid pace?

assembly line worker

healthcare worker

federal government jobs

transportation and warehousing

A company allows its employees to set up home offices and communicate electronically to its corporate office. This is an example of

downsizing.

outsourcing.

telecommuting.

offshoring.

The term that applies to the situation in which employees are terminated or empty positions are left unfilled once someone leaves an organization is

offshoring.

downsizing.

networking.

outsourcing.

Of these countries, which was the *least* impacted by the COVID-19 pandemic?

New Zealand

South Africa

France

Japan

In spite of all the problems that businesses encountered during the pandemic, there were a few positive benefits, including

employees' mental health improved as a result of working from home.

employees had more interpersonal contact with coworkers because of technology, such as teleconferencing.

office expenses went down as less office space was needed.

employees had less need for training in communicating with customers.

Zach is an economist whose job it is to predict trends or shifts in consumer needs and expectations. He is likely to use a graphical representation of data called a dashboard.

supply chart.

consumer behavior graph.

demand curve.

What two recent events caused the most economic challenges globally?

the pandemic and BREXIT

the recession of 2008 and the war in Afghanistan

the attack on the World Trade Center and the war in Iraq

the fires and floods caused by climate change and the 2016 presidential election

In what way has the consumer mindset changed in the past few years?

Consumers are spending less time shopping online and more time in brick-and-mortar stores.

Older consumers have increased their use of restaurants and retailers.

Restaurants and retail stores have lowered expectations of cleanliness and disinfecting.

Online browsing has resulted in better informed customers.

The U.S. Labor Department released projections on labor force makeup from 2019 to 2029, including

the median age of the population will lower due to better health care and immigration.

population growth is expected to slow, in part because of slowed growth of the Hispanic population.

changing consumer preferences will lead to improvements in employment in the agriculture sector.

the manufacturing sector is expected to rebound by the end of the decade.

B2B stands for

back-to-business.

brand-to-brand.

brokering-to-business.

business-to-business.

A company needed to lower its expenses, so it decided to move its manufacturing facility from the U.S. to the Philippines where labor is cheaper. This is an example of

offshoring.

insourcing.

deregulation.

outsourcing.

_____ occurs when organizations decide to have their own employees assume functions and perform work instead of contracting out to third parties.

Insourcing

Deregulation

Outsourcing

Offshoring

Which country is a part of the USMCA trade agreement?

Mexico

Costa Rica

the UK

China

_____ are basic and fundamental beliefs that help motivate or guide the actions and attitudes that people have about many given things.

Attitudes

Emotions

Values

Ethics

How have changing consumer values impacted the automobile industry?

Consumers have become less cost-conscious, so the market for luxury vehicles has grown.

Many auto manufacturers have needed to develop vehicles that are more energy efficient.

Service has become less of an issue with more reliable technology.

As more consumers choose alternate forms of transportation, vehicle sales have slowed.

Which statement best describes the term "e-commerce?"

It refers to an entire spectrum of companies that market products and services on the Internet and through other technology.

It is a trade agreement entered into by the United States, Canada, and Mexico to help eliminate barriers to trade.

It is a process by which employees are terminated or empty positions are left unfilled once someone leaves an organization.

It refers to the group of companies operated by the federal government that sells products free of cost.

Service providers invest large amounts of money in training employees because they lose business and revenue if they do not meet the service expectations of customers. they are unaffected by the economic recession and massive job losses. a larger number of consumers are opting to buy rather than rent homes and cars. consumers act on impulse and purchase any product or service that they desire to buy.

Those who actively seek out, research, and buy, rent, or lease products or services offered by a business are its

external customers.

internal customers.

investors.

suppliers.

Which of these is an example of external customers?

subordinates

suppliers

coworkers

security personnel

Employees of other departments or branches, coworkers, and other people who work within the same organization are _____ customers.

external

internal

salaried

current

Which of these is an example of internal customers?

vendors

suppliers

potential clients

subordinates

The_____ includes any element of an organization that a customer experiences.

service sector

organizational culture

service environment

service recovery

An organization undertakes activities such as recruiting, selecting, training, and retaining qualified people, otherwise known as

human resources.

customer relationship management.

service recovery.

organizational culture.

There are three potential areas of customer satisfaction or dissatisfaction when a company provides products or services: quality, quantity, and

price.

service effectiveness.

prompt feedback.

delivery.

The_____ is the method by which the product or service is provided to customers.

distribution procedure

transport method

delivery system

supply chain

_____ is a term that describes an organization that uses knowledge as a basis for competitive advantage.

Learning organization

Customer-focused organization

Service industry

Cottage industry

William purchased a vacuum cleaner that stopped working after a month of use. He took it back to the store and they honored the warranty and gave him a new vacuum. This act of remedying a problem is called

service recovery.

a problem/solution.

customer satisfaction.

de-escalation.

Define the service sector and list a few industries that it covers.

Distinguish between offshoring and outsourcing.

Define e-commerce. Give two examples of activities that would be considered e-commerce.

Discuss the term “organizational culture.”

Answer Key

Test name: Ch1_Customer Service_8e

FALSE

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Short Answer

Short Answer

Short Answer

Short Answer