

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 1) Explain the distinction between attitudes and behaviors. Why is it important to focus on behaviors rather than attitudes when seeking to improve customer service?
- 2) What is a company's "culture?" What are some key characteristics of the culture at Yum! Brands, Southwest Airlines, and Zappos?
- 3) Describe four ways we can greet customers like guests.
- 4) Describe three examples of "verbal disciplining" your self-talk.
- 5) What are some aspects of a company's appearance and grooming that should be monitored for appropriateness?

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 6) A *behavior* that can impact customer service includes: 6) \_\_\_\_\_
  - A) living by a positive mission statement.
  - B) poor work attitudes.
  - C) greeting customers promptly.
  - D) giving great service.
- 7) Vital behaviors are: 7) \_\_\_\_\_
  - A) the same as good attitudes.
  - B) activities that are required by law.
  - C) not particularly important when influencing employees.
  - D) specific actions that have the greatest impact on good service.
- 8) Which of the following can be an effective "icebreaker" when greeting a customer? 8) \_\_\_\_\_
  - A) talking about something of local interest like the weather
  - B) expressing appreciation for them coming in
  - C) responding to some interest of the customer such as a sport or activity, based on cues
  - D) All of the above.
- 9) Regarding acts that get customers to interact with the company: 9) \_\_\_\_\_
  - A) it doesn't matter so much what they do so long as they begin to do something.
  - B) can help them sample the company culture.
  - C) can take the form of inviting them to begin filling out paperwork.
  - D) All of the above.
- 10) The "L" in the acronym LIFE stands for: 10) \_\_\_\_\_
  - A) little things.
  - B) labeling key vital behaviors.
  - C) liabilities associated with poor service.
  - D) limited services.
- 11) When a customer is not acknowledged or greeted promptly: 11) \_\_\_\_\_
  - A) the organization misses an opportunity to establish a positive relationship.
  - B) he or she is likely to estimate that the time waiting to be served is longer than it may objectively be.
  - C) the customer may leave the organization and go elsewhere.
  - D) All of the above.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 12) The appearance of a store, shop, or office conveys nonverbal messages to customers. 12) \_\_\_\_\_
- 13) Rewarding employees for doing some behaviors may be counterproductive if not consistent with good service. 13) \_\_\_\_\_
- 14) Corresponding with customers using old media such as mailed notes or thank you cards will reflect badly on a company's service—it will seem old-fashioned. 14) \_\_\_\_\_
- 15) When a customer is focusing on a particular product (a focused shopper) should be left alone so that they can decide for themselves and not feel pressured. 15) \_\_\_\_\_
- 16) Generally people appreciate being called by name although not always by their first name. 16) \_\_\_\_\_
- 17) Saying "no problem" when a customer thanks you is generally better than the more formal "you're welcome." 17) \_\_\_\_\_
- 18) Some employees need to actually practice smiling like an actor might. 18) \_\_\_\_\_

## Answer Key

Testname: UNTITLED19

- 1) Behaviors are distinguished from attitudes by the fact that they are explicit actions that can be observed, measured, and learned. While behaviors may reflect a person's attitudes, only behaviors are visible.
- 2) Culture is an organization's personality as revealed by behaviors. Yum! Brands emphasizes a "recognition" culture by giving fun awards to employees. Southwest stresses "having fun" and Zappos adheres to its "10 Commandments" which include "creating fun and a little weirdness" and "delivering 'wow'."
- 3) Initiate conversation promptly, speak up, greet customers with your eyes, get customers committed.
- 4) Replacing any judgmental phrase such as "what an ugly dress" with more neutral descriptions such as "she dresses interestingly." Examples should reflect non-judgment.
- 5) Any unsightly, messy, untidy, or poorly maintained facilities can be good examples. Common ones: unattractive store or office, poor merchandise display, cluttered work areas, dirty restrooms.
- 6) C
- 7) D
- 8) D
- 9) D
- 10) A
- 11) D
- 12) TRUE
- 13) TRUE
- 14) FALSE
- 15) FALSE
- 16) TRUE
- 17) FALSE
- 18) TRUE