

The Ellerslie School

Teacher: Mrs L Dottin

Name: _____

Form: _____

Subject: Office Administration

Date: _____

Topic: Customer Service

SECTION A

Watch the following video and complete the passage by filling in the blank spaces (*use lower case letters and British spelling*):

[The 7 Essentials to Excellent Customer Service](#)

Customer service can literally _____ your business if you screw it up. Be aware of the three things your customers want:

(1) to be _____,

(2) to be _____ and

(3) to be _____ .



Customers want to see the _____ being made.

“**S**” stands for - _____

“**E**” stands for - _____

“**C**” stands for - _____

Service with a _____ is what customers expect. You can't only say the words but you must have the right facial expression. It is okay to compliment your client but you must keep it classy and not _____. When your customer is speaking, especially when they are angry and venting, you must _____.

Try to _____ with their situation. Show that you understand where they are coming from.

Create _____ for your customers' issues and problems. You may have to be creative but check in with your boss to make sure what you are doing is approved.

Customer service _____ is important so that staff know what how to deal with customers. Make sure

that after the purchase, you _____ to makes sure that they are happy with their purchase and the experience and be sure to thank them as well for their business. You can use a _____ campaign by sending advertisements or special offers.



SECTION B

Here is another video to watch and fill in the blanks (use common letters):

[Customer Service Training Video for Touts Budgen](#)



Customer service is very important as it drives the purpose of the organization which is _____, _____ and _____. This is key to making them _____ against the other competitors.

Two easy acronyms (an abbreviation formed from the initial letters of other words and pronounced as a word e.g. *NASA*) are used to help staff remember how to deliver great customer service and the first one is S.A.T.:

“S” stands for _____

“A” stands for _____

“T” stands for _____



Every customer deserves a smile at the _____ of every interaction.

They should be asked at least one _____ to stimulate conversation. No

matter the situation, always leave with a _____ comment e.g. “Have a

great day.” This kindness is also to be extended to each other as _____ as

they work together to make life more pleasant.

SECTION C

Read the questions carefully. Using your knowledge of Customer Service, select the correct answer by clicking on ONE of the letters **A, B, C or D** to indicate your selected answer:



1. Why is it important to deliver consistently high quality service to customers?
 - A It helps to maintain an organisation’s positive reputation
 - B It reduces the need to act on customer feedback
 - C It encourages customers to ask questions
 - D It allows the level of authority given to staff to be reduced

2. Service staff are trained to deliver excellent customer service. What is the purpose of this?
- A To ensure seasonal promotions
 - B To improve relationships with suppliers
 - C To improve competitor reputation
 - D To provide satisfaction to those purchasing products
3. Which of these is a feature of an effective follow-up service?
- A Discounted sale items
 - B Publication of previous complaints
 - C Procedures for problem solving
 - D Provision of customer incentives
4. What should a customer complaints process include in order to be effective?
- A Keeping the customer informed
 - B Issuing the supplier's address to the customer
 - C Introducing online product review forms
 - D Creating opportunities for upselling
5. An organisation uses a survey to find out how customers feel about it in comparison to its competitors. Why is this important?
- A So changes to organisational procedures can be avoided
 - B So changes can be made to maintain customer loyalty
 - C So customers can be targeted with promotional offers
 - D So information gathered can be shared with other organisations
6. Which of these questions will identify customer needs?
- A Is there anything I can help you with today?
 - B Are you happy with the service you have received today?
 - C Would you be willing to recommend us to your friends?
 - D Have I resolved this matter to your satisfaction?



