HACKERS TEST

SECTION 4 *Questions 1-10* CH4_HT1-10.mp3

Questions 1-4

Complete the sentences below.

*Write **ONE WORD ONLY** for each answer.*

1 The company from the case study produced smartphones with irresponsive .....

2 The company promised complimentary upgrades to the ..... model the year after the defective line was launched.

3 A product problem can be an ..... to reinforce customer ties to a company.

4 Showing ..... for consumer is a vital technique for customer service professionals.

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Questions 5-10

Complete the notes below.

*Write **NO MORE THAN TWO WORDS** for each answer.*

SERVICE RECOVERY PARADOX

Perceived value of service recovery

- Customer needs are 5 ..... to each individual's wants.
- Some of the case study company's customers viewed the upgrade as sufficient; others did not.

Customer dissatisfaction

- Every business works to reduce the number of unsatisfied customers.
- Customer dissatisfaction is always subjective, and there is no definitive 6 ..... to this issue.
- The company had 7 ..... from consumers following the service recovery, revealing its capacity to keep customer dissatisfaction levels low.

Customer trust

- A strong asset for a company is 8 .....

Changing behaviour

- Customers may switch to 9 ..... firms when service has failed.

Exceptions to the service recovery paradox

- The service recovery paradox is not 10 ..... in all situations.
- It does not work when poor-quality products come out frequently.

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