

4. Amica strives to provide a different kind of workplace. This focus includes training new employees in the "Amica way" of providing efficient and respectful service. One way to provide respectful service is to avoid using all-inclusive terms such as *always*, *never*, and *everyone* which could be interpreted negatively. These are known as \_\_\_\_\_ terms.

- A. small talk
- B. secondary
- C. global
- D. paraphrased

5. The Amica website says that the company strives to deliver "exceptional service to policyholders." Service providers at the company encounter both positive and negative service situations and representatives must be able to solve problems. To do this, the representatives must focus on using \_\_\_\_\_ service by projecting confidence and being self-assured during customer interactions.

- A. aggressive
- B. empathic
- C. assertive
- D. encoding

#### Case 2. Nonverbal Communication Skills.

Jodi, an employee of P-Town, sends the wrong impression through nonverbal clues to one of P-Town's customers. Her body language or nonverbal communication cues sent powerful messages through gestures, vocal qualities, and manner of dressing, grooming, etc. Clusters or groupings of nonverbal behaviors that indicated a possible negative intent included greeting the customer informally, showing signs of frustration, and so on.

Jodi: (She is leaning on the counter, chewing gum. Some of her hair is purple, she has facial piercings and visible tattoos of anarchy symbols.) Hey!

Customer: (taken aback by the informal greeting) Hello.

Jodi: Whatcha lookin' for?

Customer: I was hoping to find the Double Dare Raider toy in purple. Do you carry that?

Jodi: Uh (points to the other side of the store). If we did, uh, it would be back there.

**Customer: (crosses his arms) Ok, thanks.**

**Jodi: (picking at her fingernails)**

**Customer: (comes back up to the counter) I can't find the toy. Are you sure you have it?**

**Jodi: (facial expressions show frustration) It's just right there, uh, (pointing) in aisle 23. (walks angrily back to the correct aisle)**

**Customer: (facial expressions show displeasure)**

**Jodi: (yelling from the aisle, you can only see the customer) It's right here where I told you it was!**

6. In this situation, which is a vocal cue exhibited by Jodi?

- A. facial piercings
- B. volume and tone of voice
- C. informal greetings
- D. frustrated facial expression

7. What kind of body language did the customer show in this scenario?

- A. verbal pauses
- B. displeased facial expressions
- C. foot-tapping
- D. leaning on the counter
- E. loud yelling

8. In this scenario, which of the following is an example of poor nonverbal communication skill used by Jodi?

- A. crossing arms
- B. using verbal fillers
- C. standing too close to the customer
- D. staring blankly at the customer