

# 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 irresponsible .....  
.....?
- 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.

**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.