**Customer Service - Assignment**

**Chapter Nine: Customer Service Via Technology**

**Knowledge Check**

1: In what ways are the Internet and technology affecting people and businesses around the world?

2: How have changes in technology changed the look and operation of call centers?

3: What are some traditional call center technologies and how have they improved customer service?

4: What are some reasons why technology has assumed a more dominant role in customer service?

5: What are some trends leading to the expansion of the use of technology to serve customers?

6: How many common call center technologies can you list?

7: In what ways are organizations tapping technology to better serve potential and existing customers?

8: What are some advantages of technology related to customer service?

9: List some of the disadvantages of technology related to customer service?

10: List many strategies that organizations are using to maintain a high-touch relationship with current and potential customers.

11: What are some commonsense etiquette rules related to using e-mail to deliver customer service?

12: When sending facsimile messages, what should you consider?

13: What are some of the advantages of conducting service via the telephone?

14: List some effective communication techniques when talking to customers.

15: How can you create a positive image over the telephone?

16: What are some strategies for delivering effective telephone service?

17: When transferring a call, what should you remember to do?

18: List several ways to use voice mail effectively?

19: What elements should an effectively taken message over the telephone contain?

**Review Questions**

1: In what ways can technology play a role in the delivery of effective customer service? Explain.

2: What are some advantages of using technology for service delivery?

3: What are some disadvantages of using technology for service delivery?

4: What are some of the communication skills for success?

5: How can you project a more positive image over the telephone?

6: What information should you always get when taking telephone messages?

7: When transferring calls, what should you avoid and why?

8: When you leave a message on voice mail, what information should you give?

9: What is telephone tag, and how can you avoid or reduce it?

10: How are small businesses benefitting from today’s technology?