**Customer Service - Assignment**

**Chapter Eight: Customer Service in a Diverse World**

**Knowledge Check**

1: What does the term diversity mean to you?

2: How does cultural diversity differ from diversity?

3: In what ways might a customer’s values and beliefs influence your ability to deliver effective service to him or her?

4: How can better understanding the cultural differences of your customers potentially assist in enhancing the customer service you provide?

5: How can a customer’s personal values and beliefs impact a service situation?

6: On what are values based and how do they potentially impact a customer’s decisions?

7: How might the value of modesty be misinterpreted in a service situation?

8: How can someone’s differing expectation of privacy create challenges for a service provider who is very outgoing?

9: What is a good rule of thumb when addressing customers?

10: In what ways are elderly people viewed in various cultures?

11: In what ways might the value of building strong interpersonal relationships potentially affect your service delivery?

12: How do gender roles differ in various cultures and what impact might that have on service delivery?

13: How do individualistic and collective cultures differ in their handling of conflict?

14: What potentially happens when monochronic and polychronic people find themselves engaged in business settings?

15: How would someone’s perception of property ownership potentially impact customer service?

15: What are some strategies that you might use to ensure effective communication with your customers who speak a primary language other than your own?

17: How can you better assist customers who have a hearing disability?

18: What are some ways that you can better serve customers with vision impairments?

19: What should you remember to do when serving older customers?

20: How should you approach and interact with customers who are younger than you?

21: What are some strategies that you might use to ensure effective communication with all types of customers?

**Review Questions**

1: What are some innate qualities or characteristics that make people unique?

2: What external or societal factors affect the way members of a group are seen or perceived?

3: What are values?

4: Do beliefs differ from values? Explain.

5: Why would some people be reluctant to make eye contact with you?

6: When dealing with customers with a disability, how can you best help them?

7: How can recognition of the cultural value of “importance of family” be helpful in customer service?

8: What are some considerations for improving communication in a diverse environment?

9: How can you effectively communicate with someone who has difficulty with the English language?

10: What are some techniques for effectively providing service to older customers?