**Customer Service - Assignment**

**Chapter Two: Contributing to the Service Culture**

**Knowledge Check**

1: Why is it important for an organization to conduct inspections of its systems and practices periodically?

2: In what ways can an organization demonstrate that its policies and practices are customer-friendly and show that the organization cares for its customers?

3: How do service delivery systems tie into the culture of an organization?

4: What are some of the measurement tools used by organizations to collect service data?

5: In your opinion, what is the most important strategy for communicating a positive service culture? Why?

6: How can you determine what type of service environment exists in an organization when speaking to supervisors or interviewers?

7: What do you believe is the most important strategy for communicating a positive service culture? Why?

8: What are some strategies for giving personal recognition to your customers?

9: How might you exhibit enthusiastic service to your customers?

10: What is the feel, felt, found technique and what does it potentially communicate to a customer?

**Review Questions**

1: What are some of the key elements that make up a service culture?

2: How does management’s service philosophy affect the culture of an organization?

3: How does RUMBA help clearly define employee roles and expectations? Why is each component important?

4: How can policies and procedures affect the customer’s impression of customer service?

5: What questions should you ask yourself about your role as a service provider?

6: What are some indicators that a company has customer-friendly systems in place?

7: What are some of the tools used by organizations to measure their service culture?

8: What are some strategies for helping promote a positive customer culture?

9: What separates average organizations from excellent ones?

10: What are some typical things that customers want?