**Customer Service - Assignment**

**Chapter Ten: Encouraging Customer Loyalty**

**Knowledge Check**

1: What is customer loyalty?

2: What is the most important thing to remember about trust related to customer loyalty?

3: How have mobile and other technologies affected customer loyalty?

4: Why is trust so important to the customer-provider relationship?

5: How do recalls impact customer trust in an organization or industry?

6: What are some strategies that you can use to build customer trust?

7: What are some typical strategies that can be used to gather customer information?

8: What does customer relationship management (CRM) involve?

9: What is meant by churn rate?

10: What is a channel partner?

11: What are the three types of channel partners?

12: List some of the common qualities of service providers that affect customers.

13: What are six common customer service needs?

14: What is a code of ethics and what role does it play in building a stronger customer-provider relationship?

15: What is the risk of an organization failing to demonstrate high ethical standards?

16: Describe the five-step planning process model and why each step is important in delivering quality customer service.

17: What is a moment of truth with a customer?

18: How can exceeding customer expectations be beneficial to an organization?

19: What are some tips that a service provider might follow to enhance customer satisfaction?

**Review Questions**

1: How can you build customer trust?

2: What are some key reasons why customers remain loyal to a product, a service, or an organization?

3: What are some of the provider characteristics that affect customer loyalty?

4: What are the steps in the planning process model? Describe.

5: What are six common customer needs?

6: What are ways for service providers to take responsibility for customer relations?

7: What are some techniques for making the customer feel that he or she is number one?