**Customer Service - Assignment**

**Chapter Five: Listening to the Customer**

**Knowledge Check**

1: Why is effective listening so important for service providers?

2: What are the four phases of the active listening process?

3: How would you describe the process of hearing?

4: What occurs during the attending phase of the listening process?

5: What happens in your brain during the comprehending/assigning meaning phase of listening?

6: Why should you be sure to select the appropriate response during the responding phase of listening?

7: Name the five characteristics possessed by most effective listeners and describe their relationship to customer service.

8: What are six personal obstacles that might cause a listening breakdown?

9: How do thought speed and faulty assumptions affect your listening skill level?

10: What can you do to reduce external obstacles?

11: In order to actively listen, what is the first thing you must do?

12: What are active listening strategies that can send a message of “I care”?

13: What can you do to ensure that your verbal and nonverbal messages are in congruence?

14: What two types of questions can you use to determine a customer’s needs or wants?

15: With what words do open-end questions typically begin?

16: Why are closed-end questions typically used?

**Review Questions**

1: What phases make up the active listening process?

2: What is the difference between hearing and listening?

3: According to studies, what is the average rate of listening efficiency for most adults in the U.S.? Why is this significant in a customer service environment?

4: List 14 characteristics of effective listeners.

5: Of the characteristics common to good listeners, which do you consider the most important in a customer service organization? Explain.

6: What is an important reason for practicing good listening skills in a customer service environment?

7: What obstacles to effective listening have you experienced, either as a customer service professional or as a customer?

8: How can you determine when someone is not listening to what you say?

9: What techniques or strategies can you use to improve your listening skills?

10: How is the outcome of customer service encounters improved by using a variety of questions?