



Elite Educational Institute

Customer Service Standards & Guidelines Quiz

1. **Who is ultimately responsible for customer service at Elite?**
 - (a) Administrative assistants and instructors are ultimately responsible for great customer service because they interact with students and parents the most often
 - (b) Branch directors primarily; administrative assistants and instructors secondarily
 - (c) Since all employees represent the company, we are all responsible for great customer service
 - (d) Since our curriculum is the core of our business, Elite's instructors are ultimately responsible for great customer service

2. **Which of the following is TRUE about the online review website, Yelp?**
 - (a) A customer whose Yelp review praises "customer service" is more than five times as likely to give a 5-star review than a 1-star review
 - (b) Negative reviews on Yelp are easily removed
 - (c) When rating a business on Yelp, customers consider "Quality and Cleanliness" to be the most important factor, followed very closely by "Customer Service"
 - (d) None of the above

3. **The primary goal of great customer service is...**
 - (a) to keep customers from spending their money elsewhere
 - (b) to exceed our customers' expectations and create raving fans
 - (c) to avoid difficult and uncomfortable customer interactions
 - (d) to completely satisfy all customers' basic expectations

4. **What are the Five Pillars of Elite's Service Philosophy?**
 - (a) Efficiency • Discipline • Rigor • Instruction • Achievement
 - (b) Pride • Passion • Patience • Persistence • Professionalism
 - (c) Experience • Enjoyment • Expedience • Enthusiasm • Expertise
 - (d) Peace • Patience • Kindness • Gentleness • Self Control

5. **According to our Service Credo, why does Elite "seek to provide the highest quality curriculum and services"?**
 - (a) "So we may become renowned as the best company in test prep."
 - (b) "So each of our students can be admitted to the school of his or her dreams."
 - (c) "To encourage and inspire our students at every opportunity."
 - (d) "To show our students that kind words can be short and easy to speak, but their echoes are truly endless."

- 6. Which of the following is NOT TRUE of the Elite employee dress code?**
- (a) It lets customers know that we're on duty and ready to help
 - (b) It helps parents tell students from staff members
 - (c) It discourages self-expression and helps employees concentrate on their work
 - (d) It projects a positive image for Elite
- 7. Which of the following is NOT a part of the Elite employee dress code?**
- (a) Closed-toed shoes must be worn at all times
 - (b) Ripped or disheveled clothing is not permitted
 - (c) Hair should be clean and neatly trimmed
 - (d) Body piercings should not be visible while on duty
- 8. Why is it important to avoid things like eating, applying makeup, using cell phones, and chatting with coworkers while customers are present?**
- (a) Relationships with co-workers are discouraged
 - (b) They may give customers the impression that we are ignoring them or not ready to help
 - (c) Makeup is not allowed at Elite
 - (d) Customers may want to share your ham sandwich, placing you in an awkward situation
- 9. How many times should you use a parent's name during a significant interaction?**
- (a) Once
 - (b) Twice
 - (c) Three times
 - (d) Never, parents should always be referred to as "sir" or "ma'am"
- 10. Which of the following is TRUE about dealing with students?**
- (a) Students should be referred to as "sir" or "ma'am" at all times
 - (b) The only time students should be treated with disrespect is when they act disrespectfully
 - (c) Students should be addressed by their first names whenever possible
 - (d) Because they are paying customers, students should be allowed to do whatever they want with only a few exceptions
- 11. One of the Six Forbidden Phrases is "I don't know." What is its positive alternative?**
- (a) "I do know!"
 - (b) "Hang on a second while I get an answer!"
 - (c) "That's a great question. Let me find out for you!"
 - (d) "I'm not sure, but my director might know!"
- 12. When helping a customer who is experiencing a language barrier, always...**
- (a) speak louder than you normally would.
 - (b) speak slowly and clearly.
 - (c) say "I can't understand you."
 - (d) do your best to adopt the customer's accent.

- 13. When you don't know the answer to a customer's question, you should...**
- (a) offer an answer, even if it's incorrect, so the customer thinks you're knowledgeable.
 - (b) make a commitment to find an answer and get back to the customer as soon as possible.
 - (c) tell the customer to wait while you find someone who knows.
 - (d) kindly ask the customer to return when the Branch Director is available.
- 14. All phone calls should be answered within _____ rings.**
- (a) two
 - (b) three
 - (c) four
 - (d) As long as you are friendly when answering, it does not matter how many times the phone rings
- 15. What unspoken message might a customer receive if their call rolls to voicemail during normal business hours?**
- (a) "We are too busy to handle your business"
 - (b) "We value your business"
 - (c) "We are busy, but not too busy to help"
 - (d) "We care! We have a voicemail system for your convenience."
- 16. Which of the following is the *Elite Standard* phone greeting?**
- (a) "Hello, Elite!"
 - (b) "Hello, Elite. How may I assist you?"
 - (c) "Thank you for calling Elite. This is [First Name]. How can I help you?"
 - (d) "It's a wonderful day at Elite Educational Institute of [City]! My name is [First Name]. How can I help you achieve your academic goals today?"
- 17. All voicemail and email messages should be replied to within...**
- (a) two hours.
 - (b) one business day.
 - (c) two business days.
 - (d) one week.
- 18. Which of the following should you ALWAYS do when transferring a customer call to a director?**
- (a) Ask the caller for his or her name and phone number in case you get disconnected
 - (b) Ask for the caller's permission before placing them on hold and transferring the call
 - (c) Transfer the call immediately if the director isn't in a conference
 - (d) Ask if the caller is a telemarketer
- 19. When a telemarketer calls the Front Desk while you're assisting a customer...**
- (a) let them know that you're assisting a customer and offer to take their name and number.
 - (b) transfer them directly to the Branch Director.
 - (c) hang up immediately.
 - (d) take time to listen to them carefully in order to represent the company well in front of customers.

- 20. Which of the following should you usually AVOID when composing emails?**
- (a) Using the subject line
 - (b) Using specialized abbreviations
 - (c) Using hyperlinks
 - (d) Revealing program prices
- 21. When customers have been kept waiting, the most important thing is to...**
- (a) let them know that the situation is beyond your control and there's nothing you can do.
 - (b) kindly acknowledge all customers individually and keep them informed of the situation.
 - (c) tell them "it should only be another five minutes" as many times as necessary.
 - (d) carefully sort out the order in which the customers are waiting to avoid anyone cutting in line.
- 22. When things get busy and there are multiple customers and tasks need of your attention, you should...**
- (a) give priority to the customers who are spending the most money at Elite.
 - (b) prioritize your tasks and write down anything you'll need to follow up with.
 - (c) always deal with parents first, then students.
 - (d) always deal with students first, then parents.
- 23. The customer is not always right, but the customer does always...**
- (a) deserve to be treated as if she is important and her opinions, needs, and wants are worth our attention.
 - (b) deserve to receive the maximum effort of those serving her, even when her expectations, wants, and needs may be impractical.
 - (c) Both (a) and (b)
 - (d) None of the above
- 24. If a customer is upset or angry, you should always...**
- (a) take control of the conversation.
 - (b) avoid direct eye contact.
 - (c) listen to what the customer is saying.
 - (d) kindly ask the customer to repeat himself.
- 25. When accepting tuition payments, the most important thing is to...**
- (a) thank the customer and let him know that we sincerely value his business.
 - (b) ensure that the check is made out for the correct amount to prevent accounting errors.
 - (c) remind the customer when his next payment is due.
 - (d) ask the customer whether he would like a printed or emailed receipt.