



CMOR-MRA Interviewer Training Modules
Customer Satisfaction Exam

Name: _____

Q1. What is the main objective of a customer satisfaction survey?

Q2. Circle the letter of the statements, from the list below, that are true of customer satisfaction surveys.

- A. The client is never revealed
- B. Respondents already have a relationship with the client
- C. Respondent answers are short and usually limited to single choice answers
- D. The company for which the survey is being conducted is revealed to the respondent
- E. The client is only revealed to the respondent if they specifically ask
- F. Interviewers often have to deal with respondent concerns and complaints
- G. The respondent may assume you are calling directly from the company
- H. Respondents are called randomly hoping to find customers of the client company
- I. Respondents are concerned that you will try to sell them something
- J. Respondents are worried about the privacy and confidentiality of their personal information

Q3. Fill in the missing words from the statement below.

Customer service is the art of _____ customers the way you
would like to be _____ if you were the customer.

Q4. Circle the letter of the statement that represents the factor that the interviewer has the most control over (and thus greatest ability to effect respondent cooperation) during a customer satisfaction survey.

- A. Interest in and familiarity with the subject
- B. The actual questions
- C. The length of the interview
- D. The personality and attitude of the interviewer

Q5. Explain your answer from question four.



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Q6. The module identified four "incentives" to convince the respondent to talk to you. Please list and explain each below.

#1

#2

#3

#4

Q7. One of the main reasons that interviewers sound rude and pushy is that they often read/speak too _____.



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Q8. The module identified three steps to calm an upset respondent, circle the correct letter (A, B, or C) from the list below.

- A.
 - 1. Listen to the respondent
 - 2. Acknowledge their concerns
 - 3. Tell them you how can help them
- B.
 - 1. Listen to the respondent
 - 2. Commiserate with shared experiences
 - 3. Tell them how you can help
- C.
 - 1. Listen to the respondent
 - 2. Tell them how you can help
 - 3. Acknowledge their concern

Explain your answer:

Q9. There are two key factors that the client of a customer satisfaction survey expects

1. That the interviewer conducts them selves as if they are:

2. That the respondent has a positive:

Q10. When handling a respondent's complaints you should...

1. Record the respondent's name, telephone, and _____.

2. Record as many _____ as possible, but be brief and to the point

3. Turn this information into your _____ at the end of your shift.



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Q11. The module identified four results and benefits of a well-delivered customer satisfaction survey. List at least 2 of those in the space below.

1.

2.

Q12. Complete the following conversation with the appropriate Interviewer Responses

Respondent:	I hate the company, I absolutely hate that company, after this last problem, I am probably never doing business with them again.
Interviewer:	
Respondent:	Your work for XYZ, why won't you help me out and fix this problem for me?
Interviewer:	