Chapter 1: Introduction to Customer Service

1. What is the primary goal of customer service in the hospitality and tourism industry?

A) Maximizing sales at any cost

B) Creating positive customer experiences that foster loyalty\*

C) Reducing customer interactions to lower costs

D) Encouraging customers to spend more than planned

2. What was Walt Disney’s core philosophy regarding business success?

A) Money is the most important factor

B) Employee satisfaction is irrelevant

C) Customer needs should always be prioritized over profits\*

D) Expanding globally is more important than customer retention

3. Which term does Disney use to describe its approach to customer experience?

A) Guestology\*

B) Service mapping

C) Imagineering

D) Front-line marketing

4. What is a key characteristic of the service industry that differentiates it from product-based businesses?

A) Services can be easily stored for future use

B) Services are produced and consumed simultaneously\*

C) Customers can return services for a refund

D) The service industry is not affected by seasonal demand

5. In the 1800s, customer service was highly personalized because:

A) Business owners interacted directly with customers\*

B) The economy was dominated by mass production

C) Consumer demands were less complex

D) Businesses had standardized service protocols

6. How did the post-World War II economic boom impact customer service?

A) It led to a decline in service quality as demand exceeded supply\*

B) It increased customer influence over businesses

C) It resulted in fewer job opportunities in service industries

D) It eliminated the need for customer feedback

7. What major shift in customer service occurred in the 1970s?

A) The rise of artificial intelligence in service industries

B) The dominance of Western manufacturers

C) Increased competition from Asian businesses, leading to higher service standards\*

D) The decline of the hospitality industry

8. According to Netomi’s 2021 report, what are the two most important attributes of customer service?

A) Low pricing and product variety

B) Speed and friendliness\*

C) Technological automation and outsourcing

D) Employee turnover and cost reduction

9. What is the main purpose of the services marketing triangle?

A) To outline how companies should advertise their services

B) To highlight the three key relationships that influence service delivery\*

C) To measure customer loyalty based on feedback surveys

D) To provide a pricing model for hospitality businesses

10. In the services marketing triangle, what type of marketing occurs between the company and the customer?

A) External marketing\*

B) Interactive marketing

C) Internal marketing

D) Social media marketing

11. Which of the following is an example of internal marketing?

A) Running a promotional campaign for new customers

B) Training employees to deliver high-quality customer service\*

C) Offering discounts to returning guests

D) Developing a new product line

12. What is a key challenge of service intangibility?

A) Services can be physically inspected before purchase

B) Customers rely on tangible cues like brand reputation\*

C) Service quality remains constant across employees

D) Services can be stored and resold easily

13. Why is service perishability a concern for hospitality businesses?

A) Hotel rooms and airline seats cannot be sold once the day passes\*

B) Perishability increases the value of services

C) Services can be refunded after use

D) The concept applies only to food service operations

14. What does service inseparability mean?

A) The service provider and the customer must be physically present for service delivery\*

B) Services can be patented and protected from competitors

C) Service processes must be automated

D) Customers can separate different parts of the service experience

15. How does service heterogeneity affect customer service?

A) Ensuring consistent quality is difficult because each service encounter is unique\*

B) Customers always receive identical experiences

C) Businesses can easily control customer perceptions

D) Automation eliminates all variability in service delivery

16. Which sector is most reliant on excellent customer service for differentiation?

A) Manufacturing

B) Retail

C) Hospitality and tourism\*

D) Healthcare

17. What was a primary reason for customer dissatisfaction in the Bain & Company study?

A) Companies overestimated their level of customer service\*

B) Customers had unrealistic expectations

C) Businesses focused too much on service guarantees

D) Employees were overqualified for their roles

18. How does Disney ensure employees provide excellent customer service?

A) By reducing direct customer interactions

B) By using Hollywood-style training techniques and terminology\*

C) By limiting employee autonomy

D) By relying on automated service solutions

19. Which company is renowned for calling its customers “patrons” to reinforce a service-oriented philosophy?

A) The Augusta Masters\*

B) Walt Disney World

C) Four Seasons Hotels

D) Hilton Hotels

20. How does the Augusta Masters golf tournament ensure high customer satisfaction?

A) By prioritizing profits over customer experience

B) By focusing on affordable pricing, cleanliness, and excellent service\*

C) By limiting attendance to corporate executives

D) By restricting media coverage

21. Which of the following is a defining feature of The Ritz-Carlton’s customer service strategy?

A) Minimal employee involvement in guest interactions

B) High employee empowerment to solve guest problems independently\*

C) Focusing only on corporate customers

D) Offering standardized service packages with no customization

22. How has AI influenced customer expectations in recent years?

A) Customers expect faster and more efficient service interactions\*

B) AI has lowered expectations for customer service speed

C) AI has reduced the need for human employees in customer service

D) AI has had little impact on customer satisfaction

23. What is an emerging consumer trend in the hospitality industry post-COVID-19?

A) Customers are less focused on service quality

B) There is an increased demand for personalized and technology-driven services\*

C) People prefer traditional, in-person service experiences

D) Businesses are reducing their focus on customer service

24. Why do many businesses fail to deliver excellent customer service?

A) They rely too much on customer feedback

B) They underestimate the importance of customer satisfaction\*

C) They over-train their employees

D) They focus too much on internal marketing

25. What is the primary reason why customer service training is often undervalued by businesses?

A) It is seen as a cost rather than an investment\*

B) It always leads to lower profits

C) Employees prefer to learn on the job

D) Training is unnecessary in the service industry