Chapter 5

1. What is a service encounter?

A) A legal agreement between a service provider and a client  
B) A dyadic interaction between a customer and a service provider\*  
C) A one-time transaction with no customer interaction  
D) A contractual relationship with long-term obligations

2. According to Marcos van Aken, what is a key priority in service encounters?

A) The use of AI and automation  
B) Hands-on personal service\*  
C) Minimizing human interaction  
D) Reducing costs at all levels

3. Why does van Aken believe quick response times are important in customer service?

A) They increase customer loyalty and satisfaction\*  
B) They reduce the cost of operations  
C) They eliminate the need for personalized service  
D) They ensure customers do not complain

4. How does van Aken use his multilingual skills in business?

A) By translating documents  
B) By building rapport with international clients\*  
C) By providing customer service scripts  
D) By avoiding the use of interpreters

5. What is the ‘moment of truth’ in customer service?

A) The point where a customer decides to leave a review  
B) When a business processes a customer's payment  
C) When a customer files a complaint  
D) The moment when a customer interacts with the organization and forms an impression\*

6. According to Table 5.1, what is a key technique for delivering great service?

A) Avoiding customer feedback  
B) Offering discounts regularly  
C) Using effective service vocabulary\*  
D) Ignoring customer complaints

7. What does "emotional labor" refer to in customer service?

A) The physical effort needed to serve customers  
B) The ability to memorize company policies  
C) The emotional effort required to maintain a positive attitude while interacting with customers\*  
D) The training costs associated with customer service

8. What role do frontline employees play in customer service?

A) They only provide technical assistance  
B) They directly influence customer perceptions of service quality\*  
C) They ensure automation is maximized  
D) They avoid customer interactions

9. According to research, what is a major determinant of service quality perception?

A) The size of the business  
B) The level of technology used  
C) The price of the service  
D) The reliability, empathy, and responsiveness of service providers\*

10. Which of the following is NOT a dimension of service quality?

A) Reliability  
B) Profitability\*  
C) Responsiveness  
D) Empathy

11. How do businesses benefit from customer-to-customer (C2C) interactions?

A) By reducing customer complaints  
B) By limiting direct engagement with customers  
C) By increasing customer satisfaction and brand loyalty\*  
D) By decreasing operational costs

12. What is the primary challenge faced by customer service employees?

A) Lack of access to training materials  
B) Managing financial transactions  
C) Balancing emotional labor while maintaining excellent service\*  
D) Avoiding customer interactions

13. What is the purpose of customer service training programs?

A) To ensure employees follow a strict script  
B) To improve service quality and customer satisfaction\*  
C) To increase prices without complaints  
D) To limit customer feedback

14. Why do some companies avoid investing in customer service training?

A) They believe employees do not need training  
B) They see it as an unnecessary expense despite its benefits\*  
C) They expect customers to train themselves  
D) They rely only on automated customer service

15. How does customer participation impact service delivery?

A) It slows down service efficiency  
B) It has no effect on business success  
C) It enhances satisfaction and productivity when managed effectively\*  
D) It always leads to complaints

16. What is the role of compatibility management in customer service?

A) It prevents customers from interacting  
B) It eliminates customer segmentation  
C) It ensures all customers receive identical experiences  
D) It manages diverse customer groups to enhance service quality\*

17. What aspect of customer service training does the Ivy Collection emphasize?

A) Memorizing scripts  
B) Reducing staff numbers  
C) Instilling company culture and history in new employees\*  
D) Minimizing training costs

18. How did van Aken’s company adapt during the COVID-19 crisis?

A) By shutting down operations  
B) By ignoring customer concerns  
C) By maintaining strong client relationships through virtual platforms\*  
D) By eliminating all employee roles

19. Why do some companies hire external consultants for customer service training?

A) To reduce internal training costs  
B) To improve service quality with specialized expertise\*  
C) To avoid training responsibilities  
D) To reduce employee engagement

20. What is one way hotels are competing with the sharing economy?

A) By increasing service prices  
B) By creating more social and engaging guest experiences\*  
C) By reducing customer service interactions  
D) By limiting service options

21. What is one strategy businesses use to enhance customer participation?

A) Limiting customer involvement  
B) Avoiding customer feedback  
C) Clearly defining customer roles in the service process\*  
D) Reducing service availability

22. What does "service mindfulness and awareness" training focus on?

A) Reducing employee training time  
B) Increasing the speed of service  
C) Helping employees manage emotional labor effectively\*  
D) Avoiding difficult customers

23. What is a key characteristic of successful frontline employees?

A) Avoiding complex customer requests  
B) Communicating credibility and inspiring trust\*  
C) Minimizing social interaction  
D) Relying solely on technology

24. Why do some hospitality companies focus on customer-to-customer interactions?

A) To eliminate employee involvement  
B) To decrease service quality  
C) To avoid investing in technology  
D) To enhance customer satisfaction and experience\*

25. What is a primary factor influencing customer retention?

A) The number of employees a company has  
B) The overall service experience and quality provided\*  
C) The frequency of marketing campaigns  
D) The level of company automation