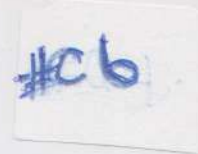


**EXAMINATION SESSION** : Semester One December 2012/2013 Examination  
**TUTOR (S)** : Ms. J. Mathurin  
**PROGRAMME TITLE** : Travel and Tourism  
**PROGRAMME CODE** : 3HS-TAT-AD  
**COURSE TITLE** : Quality Customer Care  
**COURSE CODE** : HOS108  
**DATE** : 11<sup>th</sup> December, 2012  
**COMMENCEMENT TIME** : 1:00pm  
**DURATION** : 2 hours  
**INVIGILATOR (S)** : **F. B-Henry**, F. Henry  
**ROOM (S)** : TRA-R3



**INSTRUCTIONS:**

This Examination paper contains four (4) sections – **A, B, C & D.**

Attempt: **ALL** questions in sections **A, B & C**

**ONE (1)** question in section **D**

**Borrowing or lending is prohibited.**

- Students are advised to use a pen to write this examination
- Write your ID number on *each* answer sheet
- All cell phones must be turned off during the examination
- **Note:** Bags, books as well as writing paper not given by the invigilator should be deposited **at the front of the examination room or as otherwise indicated.**
- Students **must** sign **IN** and **OUT** on the examination class list
- All examination papers **must** be turned in to the invigilator together with the answer sheets

## SECTION A

**Answer Either True or False on the sheets provided**

- \_\_\_\_\_ 1. Service recovery occurs when a provider is able to make restitution, solve a problem, or regain customer trust after service breakdown.
- \_\_\_\_\_ 2. Research has shown that customers will wait for service for upwards of (7) seven minutes if they were acknowledged at first interaction.
- \_\_\_\_\_ 3. Thirteen percent of customers who have service problems tell three to five other people.
- \_\_\_\_\_ 4. Attitude is the key factor to quality customer service.
- \_\_\_\_\_ 5. To effectively serve your customers, you need a strong knowledge of products, services, organizational structure, and goals.
- \_\_\_\_\_ 6. Service breakdowns always occur as a result of service provider error.
- \_\_\_\_\_ 7. In the follow-through phase of recovery, negotiations take place in which the organization and customer commit to specific actions.
- \_\_\_\_\_ 8. One key strategy for preventing dissatisfaction is to learn to think like a customer.
- \_\_\_\_\_ 9. By leaning towards or away from people as they speak, you can communicate your level of interest in what they are saying.
- \_\_\_\_\_ 10. Vocal qualities have little impact on the way others perceive you.
- \_\_\_\_\_ 11. To strengthen customer relationships, each employee must consciously strive to identify and exceed customer needs.
- \_\_\_\_\_ 12. Customers usually decide to purchase or repurchase from a supplier based on the quality and performance of their products and service.
- \_\_\_\_\_ 13. It is common courtesy to let a customer know when service is going to be delayed. The customer will appreciate this.
- \_\_\_\_\_ 14. Understanding customer requirements is critical to the delivery of quality customer care.
- \_\_\_\_\_ 15. Projecting an enthusiastic "I'm happy to serve you" attitude is one way to positively impact customer relationships.

**(1 mark each)**

## SECTION B

**Multiple Choice – indicate the most appropriate answer on the paper provided**

1. Great service means the same thing to everyone.
  - a. True
  - b. Sometimes
  - c. Never
  - d. False
  
2. The most common reason for customer complaints is:
  - a. Because the customer has personal problems
  - b. Because the employee has personal problems
  - c. Because the customer's expectations have not been met
  - d. Because the employee does not understand the product or process
  
3. Responsibility for improving your efficiency on the job lies with:
  - a. Your supervisor
  - b. Your guest
  - c. You
  - d. Your fellow workers
  
4. Your attitude toward your customers:
  - a. Is not important to the company
  - b. Is a signal of how enjoyable their time spent at your business place will be
  - c. Can easily be hidden from them
  - d. Is a signal of how enjoyable their time spent with coworkers will be
  
5. If your customers have a problem, you can show that you really care about the problem by:
  - a. Making a sincere effort to understand the customer's needs and meeting them
  - b. Asking the customer to write to your manager
  - c. Making less effort to understand the customer
  - d. All of the above
  
6. Going beyond your client's or customer's expectations:
  - a. Should be reserved for a few special customers
  - b. Is never required
  - c. Means giving a little extra effort
  - d. Is required only when you get tips
  
7. Most customers appreciate it if you:
  - a. Acknowledge them when entering your business place
  - b. Do not acknowledge them when entering your business place
  - c. Leave them alone until they ask for assistance
  - d. Let them ask for assistance
  
8. All customers should be greeted with:
  - a. A warm and friendly smile
  - b. An idea of how much they will spend
  - c. A brief and perfunctory nod
  - d. All of the above

9. A customer is:
- Valued for his or her money
  - A uniquely different person
  - A welcome person visiting your business place
  - Valued for tipping
10. A caller telephones at one minute to lunchtime, with a long, rambling enquiry. You know that everybody else had probably gone for lunch by now. What do you do?
- Ask the caller to explain the problem again slowly, and then try to answer the query yourself
  - Say "Could I take your name and number and I'll have somebody call you back after lunch?"
  - Say "I'm sorry, can you call back after lunch?"
  - Take down the details on the message pad next to the switchboard and say to the caller, "I'll have Mr. Burke call you back right after lunch"
11. A gentleman arrives for a 10:00 a.m. appointment with Mr. Smith, the Sales Manager. After he has waited for half an hour becoming steadily impatient, he complains in a loud voice "This is intolerable! Why is your company always so disorganized? Don't you care about your customers at all?" What do you say?
- "It's not my fault. I'm just the receptionist"
  - "I'm sorry, sir, but Mr. Smith is very busy today"
  - "I'm so sorry! Mr. Smith always keeps people waiting like this. It's so inconsiderate!"
  - "I'm sure he won't be much longer. Shall I get you a cup of coffee?"
12. Another customer says in a loud voice "Hey you! Do you think you could stop doing your nails long enough to give me some service here?" What do you do?
- Glare at him, but do not speak to him until he says something more polite
  - Say "May I help you, sir?" in your frostiest voice
  - Smile and say in your sunniest voice: "Certainly, sir, how can I help you?"
  - Apologize for annoying him
13. It is lunch hour on a hot summer's day, and you are the only person in the office, handling a long queue of customers. It is getting close to 2:00 p.m., and many of the customers in the queue are looking at their watches and starting to fidget. Another four customers walk in and join the queue.
- Keep serving customers as fast as you can, following standard company procedure.
  - Acknowledge the new customers, and explain that you will serve them as quickly as possible.
  - Ignore the people in the queue, and just concentrate on one at a time
  - If anybody complains, say, "They never put enough staff on at lunch hour!"
14. A customer who does a lot of business with your companies comes in, with all the time in the world on her hands, and wants to chat with you about the weather, the state of the world, her family. What do you do?
- Put your work to one side and have a chat with her because she is such a good customer
  - Say "Hello Mrs. Bent. How nice to see you again. Shall I ring Mr. Wint to tell him you're here?"
  - Say "Not now, I'm busy."
  - Try to do your work and talk at the same time

15. You are operating one of the cash registers in a busy cafeteria, and you have just finished ringing up a large order, when the customer changes his mind, and decides that he wants to substitute something else for one of the items. What do you do?
- Say "Certainly sir" and say "I'm sorry" to the other customers who are waiting to be served
  - Ask the others in the queue if they would mind going to another cash register, then follow company procedure for ringing up a changed order
  - Sign, roll your eyes and scowl
  - Allow the customer to substitute whatever he wants, but still charge him the same price
16. All of the following describes the characteristics of a positive attitude except:
- confidence
  - self-pity
  - humility
  - honesty
17. Which of the following describes a person with a negative attitude?
- Egotism
  - Patience
  - Initiative
  - Sensitive
18. A great customer service representative should be:
- Considerate
  - Self-centered
  - Unavailable
  - Inconsistent
19. A customer service provider must answer the telephone within \_\_\_ telephone rings.
- 3
  - 4
  - 1
  - When they are finish with another call
20. If your customers have a problem, you can show that you really care about the problem by:
- Making a sincere effort to understand the customer's needs and meeting them
  - Asking the customer to write to your manager
  - Making less effort to understand the customer
  - All of the above
21. Quality customer service is meeting and \_\_\_\_\_ customer \_\_\_\_\_, \_\_\_\_\_.
- Exceeding, value, every time
  - Preceding, value, anytime
  - Excelling, value, many times
  - Exceeding, service, every time
22. In order to achieve great customer service, managers must:
- command the respect of their employees.
  - insist that everyone memorize the company theme.
  - sell others on the idea of great customer service.
  - all of the above

23. The manager leads an organization by:

- a. showing employees direction.
- b. generating motivation for action.
- c. providing resources.
- d. all of the above

24. The best way to get a good employee is to:

- a. train new employees in empathy.
- b. have motivation sessions for all employees.
- c. set clear parameters so employees know what is expected of them.
- d. hire the right person in the first place.

25. When employees are empowered:

- a. customers benefit.
- b. employees feel they win.
- c. the company really wins.
- d. all of the above

26. Customer convenience stems from:

- a. speed of service and ease of doing business.
- b. efficiency and value.
- c. personalized service and good communication.
- d. all of the above

27. The best way to win customer loyalty is to:

- a. emphasize that your company is the industry leader.
- b. set time expectations by promising quick service and hoping for the best.
- c. emphasize that some variables are out of your control.
- d. set a time expectation that you know you can beat.

28. To avoid requiring customers to do repetitive tasks

- a. Do them for the customers
- b. Check for redundancy
- c. Both a and b
- d. Neither a nor b

29. Giving something to the customer to make up for the problem they have had is:

- a. bad business; it causes them to complain more to get more free stuff.
- b. going to reduce profitability in the long run.
- c. symbolic atonement.
- d. none of the above

30. Positive language conveys more of what than negative language?

- a. Productive attitude
- b. Helpfulness
- c. Information
- d. All of the above

## SECTION C

### Short Answer – Answer both questions

1. Identify and explain the four (4) types of difficult customers. (8 marks)
2. Identify and explain the (7) stages Customer Complaint Resolution Mode. (12mks)

## SECTION D

### Essay Question & Case Study – Answer ONE question from this section

1. “The key to quality in tourism, hospitality and leisure services is customer satisfaction.”

You are required to discuss this statement through identifying the processes a tourist attraction may adopt in order to fulfill their customers’ expectations.

(20 marks)

2. Tricia works at Alista Hotel, Castries as a waitress. Here is what Tricia’s manager had to say on her last performance appraisal.

“Tricia is extremely conscientious about getting her work done. She follows the outlined procedures exactly. She can be relied upon to get a job done quickly and efficiently. She often works overtime and does so without complaining. She is a hard worker, who strives to do the technical part of her job right, and is highly productive.

However, when it comes to interacting with guests, Tricia needs considerable improvement. She often fails to see their point of view or consider their feelings. She sometimes acts like guests an irritation interrupting her work. She is regarded by some as uncaring and tends to be inflexible when they request extra service.

If her performance continues, it will be necessary to reposition Tricia to the kitchen where customer contact is limited.”

- i. List five reasons why Tricia is or is not a good employee? (5 marks)
- ii. Explain five reasons why Tricia’s manager is justified in his recommendations? (10 marks)
- iii. What five suggestions would you make to Tricia? (5 marks)