

# Customer Care Practice Test Questions and Answers

## 1. In terms of resolving disputes:

- A) I prefer "give and take".
- B) It's my way or the highway.
- C) I usually give in and let the other person have his/her way
- D) I try to push for a win on my part but if it is not in the cards I can accept a compromise.

## 2. What does 'customer churn' mean?

- A) Customers who frequently call the support line
- B) Customers who stop doing business with a company
- C) Customers who refer new clients
- D) Customers who downgrade their service plan

## 3. What is the 'service recovery paradox'?

- A) Customers who complain are less loyal than those who do not
- B) Customers who experience a well-handled service recovery may become more loyal than those who never had a problem
- C) Recovering a lost customer is impossible
- D) Refunds always reduce customer loyalty

## 4. What is 'proactive complaint management'?

- A) Waiting for customers to submit feedback before acting
- B) Identifying and resolving potential issues before customers need to complain
- C) Rewarding agents for low complaint volume
- D) Using chatbots to filter complaint submissions

**Answers: 1-A 2-B 3-B 4-B**

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