

Customer Service Practice Test Questions and Answers

1. What is a 'customer journey map'?

- A) A GPS route to a store location
- B) A visual representation of all customer touchpoints with a company
- C) A flowchart of internal escalation procedures
- D) A schedule for customer follow-up calls

2. What does 'service recovery' mean?

- A) Recovering deleted customer records
- B) Restoring a customer's confidence after a service failure
- C) Recovering from a software outage
- D) Training reps after a performance issue

3. What is 'cross-selling' in customer service?

- A) Selling the same product on different platforms
- B) Recommending complementary products that enhance the customer's primary purchase
- C) Offering competitor products to retain a customer
- D) Switching the customer to a different service tier

4. What does 'omnichannel customer service' mean?

- A) Providing service only via phone
- B) Offering a seamless, integrated experience across all communication channels
- C) Using multiple software platforms internally
- D) Outsourcing customer service to multiple vendors

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

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