

Unit 8 - Week 7

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Managing Relationships and Building Loyalty Part 2

Managing Relationships and Building Loyalty Part 3

Complaint Handling and Service Recovery Part 1

Complaint Handling and Service Recovery Part 2

Complaint Handling and Service Recovery Part 3

Quiz : Assignment 7

Week 8

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Assignment 7

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-15, 23:59 IST.

1) Which of the following is NOT one of the four customer tiers discussed by Zeithaml, Rust, and Lemon?

1 point

- Platinum.
- Gold.
- Bronze.
- Iron.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Bronze.

2) Which of the following is NOT one of the strategies for developing loyalty bonds with customers?

1 point

- Deepening the relationship.
- Lag-based bonds.
- Social bonds.
- Structural bonds.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Lag-based bonds.

3) Which of the following is NOT one of the key strategies used to reduce customer defections?

1 point

- Eliminate nuisance customers.
- Address key churn drivers.
- Increase switching costs.
- Analyze customer defections and monitor declining accounts.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Eliminate nuisance customers.

4) Common failures in CRM implementation include all of the following EXCEPT _____.

1 point

- employee enthusiasm about CRM
- inadequate support from top management
- inadequate understanding of customer lifetime value
- failure to reengineer business processes

No, the answer is incorrect.
Score: 0

Accepted Answers:
employee enthusiasm about CRM

5) Which of the following is NOT one of the options customers take when they are dissatisfied with a service encounter?

1 point

- Take legal action.
- Vent their anger on the service equipment.
- Complain to the service firm.
- Circulate negative feedback word-of-mouth.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Vent their anger on the service equipment.

6) Which of the following is NOT one of the reasons why customers complain among those listed in the book?

1 point

- Better understanding of the failure.
- Vent their anger.
- Obtain restitution or compensation.
- For altruistic reasons.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Better understanding of the failure.

7) On an average, what percentages of customers complain when they are unhappy with service?

1 point

- 0 percent.
- 5–10 percent.
- 15–25 percent.
- 60–75 percent.

No, the answer is incorrect.
Score: 0

Accepted Answers:
5–10 percent.

8) The _____ refers to the sometimes-observed effect, that customers who experience a service failure, and then have it resolved to their full satisfaction are more likely to make future purchases than are customers who have experienced no problem in the first place.

1 point

- referent renewal paradox
- referent contribution paradox
- referent acquisition paradox
- service recovery paradox

No, the answer is incorrect.
Score: 0

Accepted Answers:
service recovery paradox

9) Effective service recovery procedures should be _____, _____, _____, and _____.

1 point

- proactive, engaged, universal, empowered
- planned, engaged, universal, trained
- proactive, planned, trained, empowered
- trained, engaged, flexible, spontaneous

No, the answer is incorrect.
Score: 0

Accepted Answers:
proactive, planned, trained, empowered

10) Which of the following is NOT one of the guidelines provided for the Frontline on how to handle customer complaints?

1 point

- Consider compensation.
- Keep the customer informed of progress.
- Explain the problem from the service firm's point of view.
- Act fast.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Explain the problem from the service firm's point of view.