Assignment 7

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

1. Which of the following is NOT one of the four customer fears discussed by Dalttman, Plee, and Lamm? (2 points)
   - Profit
   - Quality
   - Reliability
   - Service

   No, the answer is incorrect.
   Accepted Answer: Service.

2. Which of the following is NOT one of the strategies for developing loyalty bonds with customers? (2 points)
   - Developing the relationship
   - Legal service bonds
   - Social bonds
   - Structural bonds

   No, the answer is incorrect.
   Accepted Answer: Legal service bonds.

3. Which of the following is NOT one of the key strategies used to reduce customer defections? (2 points)
   - Eliminate nuisance customers
   - Address key churn drivers
   - Increase switching costs
   - Analyze customer defections and monitor declining accounts

   No, the answer is incorrect.
   Accepted Answer: Eliminate nuisance customers.

4. Common factors in CRM implementation include all of the following EXCEPT: (2 points)
   - Employee enthusiasm about CRM
   - Inadequate support from top management
   - Inadequate understanding of customer lifetime value
   - Value to manage customer processes

   No, the answer is incorrect.
   Accepted Answer: Inadequate support from top management.

5. Which of the following is NOT one of the options customers take when they are dissatisfied with a service encounter? (2 points)
   - Take legal action
   - Verdict their anger on the service equipment
   - Complain to the service firm
   - Circulate negative feedback word-of-mouth

   No, the answer is incorrect.
   Accepted Answer: Verdict 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? (2 points)
   - Better understanding of the failure
   - Vent their anger
   - Obtain restitution or compensation
   - Greater dissatisfaction

   No, the answer is incorrect.
   Accepted Answer: Greater dissatisfaction.

7. On an average, what percentage of customers complain when they are unhappy with service? (2 points)
   - 0 percent
   - 5–15 percent
   - 15–25 percent
   - 60–75 percent

   No, the answer is incorrect.
   Accepted Answer: 0–15 percent.

8. The _______ refers to the services or observed effect that customers experience a service failure, and then they react to their failure to become more likely to make future purchases than one customers have experienced no problem in the first place. (2 points)
   - satisfied
   - dissatisfaction
   - unsatisfied
   - satisfied

   No, the answer is incorrect.
   Accepted Answer: Unsatisfied.

9. Effective service recovery procedures should be ________, ________, ________, and ________. (2 points)
   - proactive, engaged, universal, empowered
   - planned, engaged, universal, trained
   - proactive, planned, trained, empowered
   - trained, engaged, flexible, spontaneous

   No, the answer is incorrect.
   Accepted Answer: Proactive, engaged, universal, empowered.

10. Which of the following is NOT one of the guidelines provided for a service firm on how to handle customer complaints? (2 points)
    - 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.
    Accepted Answer: Explain the problem from the service firm’s point of view.