



CMOR-MRA Interviewer Training Modules

Customer Satisfaction Exam

Answer Key

Q1. What is the main objective of a customer satisfaction survey?

A: *Customer satisfaction studies assess how well companies are performing in terms of satisfying their customers and identify strategies to reinforce or improve their customers' experience.*

Q2. Circle the letter of the statements, from the list below, that are true of customer satisfaction surveys.

- A. The client is never revealed
- B. Respondents already have a relationship with the client
- C. Respondent answers are short and usually limited to single choice answers
- D. The company for which the survey is being conducted is revealed to the respondent
- E. The client is only revealed to the respondent if they specifically ask
- F. Interviewers often have to deal with respondent concerns and complaints
- G. The respondent may assume you are calling directly from the company
- H. Respondents are called randomly hoping to find customers of the client company
- I. Respondents are concerned that you will try to sell them something
- J. Respondents are worried about the privacy and confidentiality of their personal information

Q3. Fill in the missing words from the statement below.

Customer service is the art of *treating* customers the way you would like to be *treated* if you were the customer.

Q4. Circle the letter of the statement that represents the factor that the interviewer has the most control over (and thus greatest ability to effect respondent cooperation) during a customer satisfaction survey.

- A. Interest in and familiarity with the subject
- B. The actual questions
- C. The length of the interview
- D. The personality and attitude of the interviewer

Q5. Explain your answer from question four.

A: *The interviewer has no control over the questions that are asked, the length of the survey, the interest of the respondent, the only aspect they can control is their attitude and personality. The attitude and personality of the interviewer has the most influence on a respondent's approach to an interview and their overall perception of the company.*



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Q6. The module identified four "incentives" to convince the respondent to talk to you. Please list and explain each below.

#1 Respect

Treat each respondent with respect and not as 'just a number.'

Respect the respondent's time, keep the interview flowing

Respect the respondent's right to refuse to participate (keep the door open for another day)

#2 Courtesy

Be patient, the respondent will need a moment or two to process the question and formulate their response.

#3 Positive

Use an assumptive approach – assume the respondent will want to participate and give their opinion. Stress the positive outcome of the respondent's participation.

#4 Prepared

Know the company you are conducting the survey for.

Practice difficult pronunciations beforehand.

Memorize pat responses to be ready to avert refusals and address concerns/questions.

Q7. One of the main reasons that interviewers sound rude and pushy is that they often read/speak too *quickly/fast*.

Q8. The module identified three steps to calm an upset respondent, circle the correct statement from the list below.

A.

1. Listen to the respondent
2. Acknowledge their concerns
3. Tell them you how can help them

B.

1. Listen to the respondent
2. Commiserate with shared experiences
3. Tell them how you can help

C.

1. Listen to the respondent
2. Tell them how you can help
3. Acknowledge their concern



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Explain your answer below

Listen to the respondent; give them an opportunity to vent their concerns. Do not interrupt the respondent. Next, acknowledge the concern communicated by the respondent, regardless of the cause or concern. Lastly, take the needed information and assure the respondent that you can help them and that you will pass this information onto the necessary parties.

Q9. There are two key factors that the client of a customer satisfaction survey expects

1. That the interviewer conducts them selves as if they are *representing the company*.
2. That the respondent has a positive *survey experience*.

Q10. When handling a respondent's complaints you should...

1. Record the respondent's name, telephone, and *customer ID*.
2. Record as many *details* as possible, but be brief and to the point
3. Turn this information into your *supervisor* at the end of your shift.

Q11. The module identified four results and benefits of a well-delivered customer satisfaction survey. List at least 2 of those in the space below.

1. *Confident and credible sounding interview.*
2. *More comfortable interviewing experience for the respondent – resulting in fewer respondent complaints.*
3. *Promoting quality interviewing – respondents feeling that they are being heard, not just rushed through an interview.*
4. *Increased confidence by clients – they are being represented well to their customers.*



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Q12. Complete the following conversation with the appropriate Interviewer Responses

Respondent:	I hate the company, I absolutely hate that company, after this last problem, I am probably never doing business with them again.
Interviewer:	<i>I understand you are angry...I am so sorry you feel so frustrated. I hear you and I want to help get your problem to the right person to handle it.</i>
Respondent:	Your work for XYZ, why won't you help me out and fix this problem for me?
Interviewer:	<i>I can help get your problem/error to the right hands very quickly. I am in the Research Department/work for a research company, and can't access your records from my computer.</i>