

1 Your Key to Customer Satisfaction

ANSWER SHEET

1. What percentage of dissatisfied customers switch to a competitor because of poor service? Check the correct answer.
The correct answer is 40% of dissatisfied customers switch to competition because of service.
2. List five benefits to our organization if we can get customers to return more often.
Accept all answers. Benefits include:
 - **increased sales**
 - **higher wages**
 - **better benefits**
 - **positive working experience**
 - **positive word-of-mouth advertising**
 - **fewer complaint**
3. Identify the difference between internal and external customers.
External customers buy a product or service. Internal customers are co-workers.
4. Who are the people at work (internal customers) that count on you?
Accept all answers.
5. In order to provide quality service to both internal and external customers, what five principles must we practice every day?
 1. **Feel good about yourself**
 2. **Practice habits of courtesy**
 3. **Use positive communication**
 4. **Listen and ask questions**
 5. **Perform professionally**
6. Mention 2 or more reasons why you are important to the company?
Accept all answers.

ACTION PLAN

Answers to the Action Plan will be as individualized as the participants completing it. General responses should indicate that the participants have listened to and understood the concepts presented in this training video. However, allow for creative and thoughtful responses.

As an option, and depending on your training style, you may choose to use the Action Plan as a group exercise. Form teams of three or four, and allow the teams to compile a master list. Fifteen to twenty minutes should allow sufficient time for completion. Have a representative from each team to present his or her list to the group.