

CCSR Practice Test Questions and Answers

1. Why is customer feedback important in CRM?

- A) It increases customer complaints.
- B) It provides valuable insights for improvement
- C) It allows hiding flaws in service.
- D) It's required only once a year.

2. How can a company measure service quality?

- A) By reducing staff numbers.
- B) By avoiding follow-up surveys.
- C) Through customer surveys and service performance reviews
- D) By ignoring customer complaints.

3. What is the primary goal of service delivery?

- A) To reduce costs only.
- B) To ensure customer expectations are met consistently
- C) To minimize employee workload.
- D) To avoid direct customer interaction.

4. Why is empathy important in customer service?

- A) It helps close sales faster.
- B) It reduces service time.
- C) It creates emotional connection and customer trust
- D) It allows more product promotion.

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

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