1. One definition of customer service includes:
   a. infrequent, technical, or unique functions performed by independent contractors
   b. a series of activities designed to enhance the level of customer satisfaction
   c. serving the interests of consumers by ensuring a standard of professionalism
   d. keeping customers well-informed by competent, ethical providers

2. The average company:
   a. does not know what an existing, loyal customer is worth in terms of revenue
   b. is most focused on retaining current customers as a method of reducing overall business costs
   c. spends the most revenue on building customer loyalty as a method of reducing overall business costs
   d. is committed to expanding programs to existing customers as a method of reducing overall business costs

3. A loyal healthcare customer:
   a. is looking for another or better provider 50% of the time
   b. is most likely to remain with the best company 50% of the time
   c. has been in a hospital or clinic in the last 6 months
   d. comes back to the same provider regardless of what is offered by the competition

4. The most common reason consumers do not repeat business with a business is:
   a. relocation
   b. competition
   c. dissatisfaction
   d. employee attitude

5. In a 2008 study of reasons consumers do not repeat healthcare business:
   a. 51% thought hotels offered better customer service than hospitals or clinics
   b. 75% had not received service in the past 24 months from hospitals or clinics
   c. 50% thought airlines offered better customer service than hospitals or clinics
   d. 32% reported never having a positive experience with hospitals or clinics

6. Improving customer service in a healthcare organization:
   a. will decrease patient/visitor/employee satisfaction
   b. will increase malpractice suits
   c. reduce inefficiencies caused by switching providers
   d. increase no-show appointments

7. One of the most important actions a healthcare worker can take to create customer loyalty is:
   a. make promises to all patients/families
   b. end patient/client appointments quickly
   c. listen to the patient/client
   d. fail to establish rapport with the patient/client

8. When working with dissatisfied customers it is important to:
   a. refer them to your supervisor as soon as possible
   b. be accessible, manage interruptions, & take action
   c. confront the dissatisfied individual as soon as possible
   d. create solutions that work from your point of view

9. Learning to adjust your attitude for improved customer service includes:
   a. taking a class on assertiveness
   b. analyzing what is actually happening in each situation
   c. complaining to your supervisor in a timely manner
   d. honestly taking an inventory of why you feel negative

10. One of the top challenges to improving customer service is:
    a. learning to ignore the patient's experiences
    b. knowing what is the mission of the organization
    c. balancing patient needs with organizational requirements
    d. failing to learn all the new procedures, products, etc.

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**Registration/Answer Form**

**LEARNER FEEDBACK QUESTIONS**

1. I can define customer service vs. professional service.
   a. strongly agree
   b. agree
   c. neutral
   d. disagree
   e. strongly disagree

2. I can understand the relationship among customer satisfaction, customer loyalty, and record cards.
   a. strongly agree
   b. agree
   c. neutral
   d. disagree
   e. strongly disagree

3. I can identify skills necessary to develop customer satisfaction and loyalty.
   a. strongly agree
   b. agree
   c. neutral
   d. disagree
   e. strongly disagree

4. The objectives relate to the overall goal of the article.
   a. strongly agree
   b. agree
   c. neutral
   d. disagree
   e. strongly disagree

5. The article is well-written and logically organized, and defines terms adequately.
   a. strongly agree
   b. agree
   c. neutral
   d. disagree
   e. strongly disagree

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**Evaluation**

**EVALUATION**

1. A B C D E
2. A B C D E
3. A B C D E
4. A B C D E
5. A B C D E

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