COVERALL FRANCHISED BUSINESS CORE 4® CERTIFICATION TEST
CLASS 11 – CUSTOMER SERVICE AND COMMUNICATION

Name: ______________________________________________________     Date: ___________

Pick the one, best answer for each question.

1. The Sales Process creates Brand ____________, which is the customer’s expectation of the service they will receive from your franchised business.
   a. Delivery
   b. Character
   c. Promise
   d. Trust

2. What happens after the sale is Brand ____________, or the customer’s experience with the Coverall brand.
   a. Delivery
   b. Character
   c. Promise
   d. Trust

3. The Walk-Through is your chance to create a positive first ____________ with your customer, differentiate yourself from your competition, and build confidence in the service your company will deliver.
   a. Attitude
   b. Impression
   c. Greeting
   d. Choice

4. After the Walk-Through, create a ____________ ____________ showing the cleaning tasks, how often they are done, and in what areas of the customer’s facility.
   a. Cleaning Schedule
   b. Service Agreement
   c. Franchise Agreement
   d. Customer Survey
5. Follow closing tasks carefully, especially _________ up and _________ out.
   a. Look, Jump
   b. Lock, Lights
   c. Thumbs, Walk
   d. Jump, Walk

6. After the 1st Clean, contact your customer or stop by the _________ day to see if everything was as expected.
   a. 30th
   b. 10th
   c. Next
   d. Last

7. During the 1st Month of service, contact your customer or stop by once a _________ to see if everything is going as expected.
   a. Day
   b. Century
   c. Month
   d. Week

8. Use the Customer Satisfaction Survey when you have an opportunity to talk with your customer in person or on the phone. It is a good way to talk with your customers each _________.
   a. Day
   b. Century
   c. Month
   d. Week

9. On behalf of all Coverall franchisees, the Coverall Support Center typically uses the Customer Satisfaction Survey with your customers, over the phone or in person, to measure general customer satisfaction with the Coverall _________.
   a. Brand
   b. Support Center
   c. Training Program
   d. Website
10. Also, ask for __________! Does your customer know any other customers who might also like your commercial cleaning services?
   a. Referrals
   b. Ratings
   c. Upsells
   d. Vacuums

11. Your business is about people (you, your employees) dealing with people (customers). No matter how well you run your business, ______________ will arise now and then.
   a. Employees
   b. Microfiber
   c. Issues
   d. Ratings

12. Customers can get upset when their expectations are not being met: inconsistent ______________, lack of ______________ and untrustworthy.
   a. Service, Communication
   b. Phone Calls, Disinfectants
   c. Vacuuming, Dust
   d. Smiles, Anger

13. C.A.L.M. is a Coverall technique for communicating with customers, especially in difficult situations. C = Customer Focus; A = ______________; L = Listen; M = Make it ______________.
   a. Anger, Wrong
   b. Angst, Big
   c. Ask, Better
   d. Answer, Big

14. Managing your service ______________ means making sure your business consistently delivers high-grade service to your customers.
   a. Quantity
   b. Business
   c. Inventory
   d. Quality
15. Because your franchised business represents the Coverall brand, you also have responsibility to maintain Coverall’s brand standards including consistent use of the _____________ _____________ Process.
   a. Color Coding
   b. Core 4®
   c. Dwell Time
   d. Odor Reducing

16. When details are missed they quickly attract your _____________ eyes.
   a. Inner
   b. Second
   c. Public
   d. Customer’s

17. Occasionally a Coverall Representative will contact you to arrange an _____________ - _____________ visit at one of your customer’s facilities. The purpose of this visit is to support your Franchised Business on Coverall Core 4® Process and brand standards, and maintain goodwill of the Coverall brand for all Franchisees.
   a. On-Site
   b. Core 4®
   c. Alternate Training
   d. Optional Sales

18. If a customer is unhappy, then we suggest the following options. First, try to make things _____________ with your customer. Talk to the Coverall Support Center to discuss the situation and options.
   a. Final
   b. Better
   c. Worse
   d. Clean