

**Customers Only Want Two Things**  
CHAMPS Archived Webcast  
Presented February 9, 2005, Kevin Miller  
Evaluation & CME Questions



Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_

This contact information is **required** if you would like to receive CME Credit for this webcast.

*Fax your completed form to CHAMPS, (303) 861-5315  
Questions? Call (303) 861-5165 x285.*

Please complete the following evaluation questions (pages 1 and 2) so we can review our goals, objectives, and topics for future webcasts. Participants interested in receiving CME Credit must also complete the CME questions following the evaluation questions (page 3). CME Certificates will be emailed one month after form is received.

**EVALUATION QUESTIONS**

*Please rate your level of satisfaction with the following:*

**1) Understanding of how exceptional customer service principles apply to community health centers:**

- \_\_\_\_\_ Satisfied
- \_\_\_\_\_ Somewhat Satisfied
- \_\_\_\_\_ Neither Satisfied nor Dissatisfied
- \_\_\_\_\_ Somewhat Dissatisfied
- \_\_\_\_\_ Dissatisfied

**2) Information on the impact of high quality customer service on client satisfaction and well-being:**

- \_\_\_\_\_ Satisfied
- \_\_\_\_\_ Somewhat Satisfied
- \_\_\_\_\_ Neither Satisfied nor Dissatisfied
- \_\_\_\_\_ Somewhat Dissatisfied
- \_\_\_\_\_ Dissatisfied

**3) Knowledge of the impact of internal customer service on staff morale and retention:**

- \_\_\_\_\_ Satisfied
- \_\_\_\_\_ Somewhat Satisfied
- \_\_\_\_\_ Neither Satisfied nor Dissatisfied
- \_\_\_\_\_ Somewhat Dissatisfied
- \_\_\_\_\_ Dissatisfied

**4) User Friendliness - rate your experience logging on and participating in this webcast through your computer system:**

- Easy
- Few Difficulties
- Difficult

**5) Please rate the presenter's delivery of the webcast:**

- Excellent
- Good
- Fair
- Poor

**6) In terms of practical information gained, please indicate if you feel this training was:**

- Very Useful
- Somewhat Useful
- Not Useful

**7) Briefly describe the best/worst aspects of this webcast:**

**8) List other training topics that would meet the needs of your job:**

**9) Please indicate the Organization you work for:**

**10) Please indicate your Profession:**

**11) Name (optional):**

**12) Other Comments:**

**13) Please provide your e-mail address if you would like to receive e-mail announcements of upcoming education opportunities.**

*Thank you for filling out our Evaluation questions!*

## **CME Credit Questions**

**14) Which of the following is the least important component of a successful Customer Service Model?**

- a. Thanking the customer and inviting them to return
- b. Emphasizing a product-differentiated culture
- c. Anticipating the needs of the customer
- d. Immediately acknowledging a customer's presence
- e. Reinforcing positive customer perception

**15) 68% of customers that cease to do business with a company stop coming for what reason?**

- a. They pass away.
- b. They are dissatisfied with the product.
- c. They move.
- d. They perceive they have received poor service.

**16) Which of the following statements is false?**

- a. Non-complainers are more likely to do business again than complainers.
- b. Customers want to have their problems solved and to feel good about their experience.
- c. Attitude and skills are critical keys to customer service.

**17) The single most important factor in determining a customer's opinion of service is:**

- a. Condition of grounds (parking lot, building exterior)
- b. Sensitivity of signage
- c. Wait time
- d. Use of customer name in interactions