

CSM Practice Test Questions and Answers

1. What does service design focus on?

- A) Maximizing profits.
- B) Creating an engaging customer experience
- C) Reducing service costs.
- D) Improving employee engagement.

2. How does CRM improve customer loyalty?

- A) By ignoring customer preferences.
- B) By offering generic services to all customers.
- C) By delivering personalized, timely, and relevant services.
- D) By automating only marketing activities.

3. What is a service level agreement (SLA)?

- A) A document specifying payment terms.
- B) A formal document setting customer expectations and service standards
- C) A customer satisfaction survey.
- D) A recruitment policy.

4. How can a leader support staff development?

- A) By assigning tasks without feedback.
- B) By offering mentorship and professional development opportunities
- C) By avoiding discussions on personal growth.
- D) By focusing only on task completion.

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

For More CSM Questions and Answers FREE, CSM Online Prep Training,
CSM Exam, CSM Study Guide, CSM Flashcards, CSM Quizzes visit:

CSM Practice Test