

# Focus on the Customer

## Pre-Assessment

1. Customer satisfaction is \_\_\_\_\_.
  - a. less important than the bottom line
  - b. achieved for the entire school-year when customer expectations are met in September
  - c. determined by the district school nutrition director/supervisor
  - d. in the mind of each customer and is determined each day by the customer's total perception of the school nutrition experience
  
2. Achieving quality customer service \_\_\_\_\_.
  - a. depends upon the quality of food served and the number of choices available
  - b. results from a cooperative effort of the entire school nutrition team focused on meeting customer needs, wants, and expectations
  - c. is a goal beyond the reach of most schools
  - d. is a requirement of the National School Lunch Program
  
3. The primary customer of the school nutrition program is \_\_\_\_\_.
  - a. any student grades Pre-K–12
  - b. the principal
  - c. the teachers
  - d. only students in the elementary grades
  
4. The term diversity, when applied to student customers, refers to \_\_\_\_\_.
  - a. the requirements related only to students who qualify for free and reduced-price meals
  - b. factors the principal must consider in giving assignments to teachers
  - c. how cafeteria seating is assigned
  - d. ethnic, cultural, economic, lifestyle, age, and gender differences
  
5. School nutrition customers \_\_\_\_\_.
  - a. are only concerned about having food that meets their expectations
  - b. have little choice about where and what they eat during the school day
  - c. will just about eat anything as long as it is served with fries
  - d. want food that looks good, tastes good, and is served by friendly personnel and want time to be with their friends

6. Characteristics of a customer-friendly environment include \_\_\_\_\_.
- a clean and attractive dining area, well-organized serving counters, rapidly moving line, and a friendly and cheerful school nutrition team
  - serving counters containing foods comparable to those available from a fast food outlet
  - whistles and blinking lights when noise level gets too high
  - customers allowed to sit anywhere they choose in the dining area
7. Enhancing your customers' experience does not include \_\_\_\_\_.
- smiling
  - hosting themed days
  - playing favorites among students
  - dressing up for school events
8. An effective formal measurement tool for customer service is \_\_\_\_\_.
- conducting student surveys
  - taste-testing menu items
  - chatting with students
  - checking plate waste
9. The school nutrition team includes \_\_\_\_\_.
- parents
  - school nutrition director
  - administrators
  - all of the above
10. \_\_\_\_\_ is not a key factor of achieving customer satisfaction.
- Effectiveness
  - Consistency
  - Reliability
  - Quality