Focus on the Customer

Answer Key

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. a clean and attractive dining area, well-organized serving counters, rapidly moving line, and a friendly and cheerful school nutrition team
   b. serving counters containing foods comparable to those available from a fast food outlet
   c. whistles and blinking lights when noise level gets too high
   d. customers allowed to sit anywhere they choose in the dining area

7. Enhancing your customers experience **does not** include _______________.
   a. smiling
   b. hosting themed days
   c. **playing favorites among students**
   d. dressing up for school events

8. An effective formal measurement tool for customer service is _______________.
   a. conducting student surveys
   b. taste-testing menu items
   c. chatting with students
   d. checking plate waste

9. The school nutrition team includes _______________.
   a. parents
   b. school nutrition director
   c. administrators
   d. **all of the above**

10. _______________ is not a key factor of achieving customer satisfaction.
    a. **Effectiveness**
    b. Consistency
    c. Reliability
    d. Quality