

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