Stakeholder Customer Response Quiz

INSTRUCTIONS:

Read each question and write or choose your answers in the space provided.

This quiz is a learning exercise to determine your stakeholder discontent response. There are no wrong answers. Honest answers will give you the best assessment and help identify areas of understanding and help develop an effective Grievance and Complaint Policy.

1. Who are your stakeholders?

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2. What influence does social media have on your organization?

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3. Customer interactions should prove to the customer that you:

    A. Care about your job
    B. Care about the customer
    C. Believe your organization is correct
    D. None of the above

4. When handling a discontented customer, your response should always indicate to the customer that "I'm interested and I'm here to help." **True or False?**

5. An effective Grievance and Complaint Policy includes:

    A. Anticipating a complaint
    B. Communicating the next steps in problem resolution
    C. Documenting a complaint
    D. Acknowledging time taken to report the complaint
    E. Listening to the customer
    F. Following up with a resolution
    G. All of the above

ANSWERS

1. A nonprofit stakeholder is a group or individual who has direct and material interest or concern in the organization's activities and may include association members, prospective members, customers, board members, competitors, and employees.

2. Social media has made it even easier to complain about a bad client service experience. It is important that you organization is aware and takes seriously the powerful effect these new access points can have on your standing in the community.

3. The majority of dissatisfied members can be brought back around with effective and sincere efforts to address their concerns.

4. Your organization must openly acknowledge the complaint. Nonprofits can demonstrate commitment to the complaint process by making the complaint process visible, easily accessible and equitable.

5. Taking time to clearly define a complaint process will help retain your stakeholders, build your standing in the community, and grow support of your nonprofit.