

Sample Questions – CRM Voice

Directions: Choose the correct answer

Ques 1: You call up Sunil and try to pitch him a credit card. He says that he already has a credit card, hence is not interested in buying the same. But he is interested in taking a personal loan. What will you do? Refer to guidelines given below to answer this question.

Guidelines:

- A. If you come across any existing customer who has queries about our product/services, route the customer to the IVR and choose the respective option.
- B. For customers, who are interested in buying other product/services except credit card, commit a call back from the concerned team.
- C. The IVR options are: 1-Loans, 2-Credit card, 3-Bank accounts, 4-Demat accounts, 5-ATM Loss, 6-Others.
 - a) Tell Sunil that you are from credit cards team. Confirm a call back time and inform him that someone from the concerned team will call him.
 - b) Tell Sunil that he can visit our IVR and choose option 1 for loans. The customer service associate will help him.
 - c) Tell Sunil that you have no information about the loans but your supervisor can assist him. Pass on the call to the supervisor.
 - d) Abruptly disconnect the call as you do not have any information about loans offered by your company.

Directions: Choose the correct answer

Ques 2: For credit card sales, which of these statements is the most appropriate sales pitch?

- a) I am calling in to tell you how our credit card is different from others and you would want to buy it.
- b) A few minutes of your precious time now, can lead to a guaranteed satisfaction on your credit card bills.
- c) I would like to highlight that if you have a credit card, you can shop even if you have less cash and pay later.
- d) I would like to inform you that your name has been selected in a lucky draw for free Platinum credit card.

Directions: Choose the correct answer

Ques 3: State if the following statement is true or false.

While taking the credit/debit card details in a sales process, you should write it on a piece of paper so that you do not ask for the same information from the customer again and lead to dissatisfaction.

- a) True
- b) False

Directions: Choose the correct answer

Ques 4: A prospective customer during a call says that he is not interested in buying the product since the price demanded for it is very high as compared to those companies who are offering it at a lower price. What should be your answer so that the customer gets convinced to buy the product?

- a) Sir, companies offering this product at a lower cost must be compromising on the quality of the product. We are providing you the best quality.
- b) Sir, I understand. However, we are authorized to sell this product at the price quoted by our company. Please tell me if you would be interested in buying at the same price.
- c) Sir, let me check with my supervisor if any discount can be provided to you.
- d) I understand your concern Sir. However, I would like to tell you about some additional features available in our product which makes it different from the ones in the market.

Directions: Choose the correct answer

Ques 5: You are working with Holidays.com as a telesales executive and your job role includes providing information about the product and convincing people to buy the same. You call up a customer and he starts complaining about the issues he had with one of the holiday packages that he bought from your company. What will you do?

- a) I will apologize to the customer and disconnect the call.
- b) I will tell the customer that I don't handle complaints as I am from the sales team.
- c) I will apologize to the customer and connect him to the support team that deals with such complaints.
- d) I will tell the customer that he will soon get a call from the support team.