

# Who are your Customers

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## Assignment 2

**Total Marks: 30**

Q:1: Short Questions (20)

- I. What is the difference between internal and external customers?
- II. How is are call centre customers different from other customers?
- III. What is the difference between a client and a customer?
- IV. What is the difference between passive and active listening? Give at least one example for each.
- V. Customers' basic needs are pretty straightforward. Give five examples of how you can meet your customers' needs when they call you or you call them.

Q:2: Outline the techniques that help you to listen actively. (10)