



Membership Consultative Services First Assessment

Name: _____ ID: _____ Date: __/__/__

A) Please name the three most important goals of the MCS call:

- 1) _____
- 2) _____
- 3) _____

(Module Two, Introduction to the MCS Campaign)

6 Points

B) Please choose which of the following option describes the term "Net Save Rate":

- The number of Cardmembers an agent saves daily.
- The percentage of Cardmembers an agent saves daily.
- The percentage of saved accounts that are active after 90 days.
- The percentage of accounts that have been closed 30 days after the save.
- The interest rate that helps Cardmembers to save money.

(Module Two, Introduction to the MCS Campaign)

2 Points

C) Please name one internal and one external function that survey MCS call quality:

- 1) _____
- 2) _____

(Module Two, Introduction to the MCS Campaign)

2 Points

D) Please name the three parties that are involved in every American Express Card transaction:

- 1) _____
- 2) _____
- 3) _____

(Module Three, Card Operations)

3 Points

E) Please name the three characteristics of a Charge Card and Lending Card:

- | | |
|--------------------|---------------------|
| <u>Charge Card</u> | <u>Lending Card</u> |
| 1) _____ | 1) _____ |
| 2) _____ | 2) _____ |
| 3) _____ | 3) _____ |

(Module Three, Card Operations)

6 Points



F) Please name five examples of an American Express Charge Card and an American Express Lending Card:

<u>Charge Card</u>	<u>Lending Card</u>
1) _____	1) _____
2) _____	2) _____
3) _____	3) _____
4) _____	4) _____
5) _____	5) _____

(Module Three, Card Operations)

5 Points

G) Account Number: **3734 765963 21004**

1) How often has this Card been replaced: _____
(Module Three, Card Operations)

2 Points

2) Is this the basic's or the additional's Card: _____
(Module Three, Card Operations)

2 Points

H) Name four benefits that a Cardmember can experience by using an American Express Card over any other payment method:

1) _____

2) _____

3) _____

4) _____

(Module Three, Card Operations)

4 Points

I) Please select the components that describe "Value":

- Only the price of the Product.
- Only the features available on a Product.
- The relationship between the price paid and the features received.
- A special offer (coupons) from the vendor.

(Module Four, Basic sales Skills)

2 Points

J) Please select whether the following statements are feature- or benefit statements:

<u>Statement:</u>	<u>Feature Stmt.</u>	<u>Benefit Stmt.</u>
This car is red in color.	<input type="checkbox"/>	<input type="checkbox"/>
This Card has a \$55 fee.	<input type="checkbox"/>	<input type="checkbox"/>
The Air conditioner keeps you comfortable.	<input type="checkbox"/>	<input type="checkbox"/>
One of our benefits is a lower fee.	<input type="checkbox"/>	<input type="checkbox"/>
This interest rate saves a C/M money.	<input type="checkbox"/>	<input type="checkbox"/>

(Module Four, Basic Sales Skills)

5 Points



K) Please name the fees on the following American Express Charge Cards:

<u>Card Name:</u>	<u>Basic's Fee</u>	<u>Additional's Fee</u>
Personal Card	\$ _____	\$ _____
Gold Card	\$ _____	\$ _____
Rewards Plus Gold Card	\$ _____	\$ _____
Platinum Card	\$ _____	\$ _____

(Module Five, American Express Card Features and Charge Cards)

8 Points

L) Please select whether the following features are travel related (T), retail related (R) or time/convenience related (C) features:

<u>Feature:</u>	<u>(T)</u>	<u>(R)</u>	<u>(C)</u>
Buyers Assurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car Rental Loss and Damage Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credit Protection Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assured Reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 Hour Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase Protection Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best Value Guarantee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Express Net	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air Flight Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Module Five, American Express Card Features and Charge Cards)

5 Points

M) Please develop a **BENEFIT** statement for the following features, using an imaginative Cardmember:

1) Buyers Assurance:

2) Baggage Delay and Loss Protection:



3) Car Rental Loss and Damage Insurance:

4) Purchase Protection Plan:

5) 24 Hour Customer Service

6) Special Purchase Account:

7) Membership Rewards:

(Module Five, American Express Card Features and Charge Cards)

14 Points



N) Please select whether the following statements are true or false:

<u>Statement:</u>	<u>True</u>	<u>False</u>
Charter Members joined American Express in 1958.	<input type="checkbox"/>	<input type="checkbox"/>
Consumer can directly apply for the Platinum Card.	<input type="checkbox"/>	<input type="checkbox"/>
Consumers buy what their perceived need dictates them.	<input type="checkbox"/>	<input type="checkbox"/>
Additional Cardmembers have full authority on the account	<input type="checkbox"/>	<input type="checkbox"/>
Cardmembers can have as many Cards as they qualify for.	<input type="checkbox"/>	<input type="checkbox"/>
TBASS is a fish, not a MCS Quality Assurance function.	<input type="checkbox"/>	<input type="checkbox"/>
American Express offers Charge Cards and Credit Cards.	<input type="checkbox"/>	<input type="checkbox"/>

(Module Two - Five)

7 Points

O) Please name three features an American Express Charge Cardmember can extend certain charges using the only the Charge Card account.

- 1) _____
- 2) _____
- 3) _____

(Module Five, American Express Card Features and Charge Cards)

3 Points

P) Please list four advantages that “linking” accounts provides:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

(Module Three, Card Operations)

4 Points

Q) Please select the correct option:

1) A Cardmember needs some cash to go shopping in a mall. What option is available to him/her?

- Hand Delivery of Cash
- Emergency Check Cashing
- Express Cash
- Cardmembers can not withdraw cash with the Card

(Module Five, American Express Card Features and Charge Cards)

2 Points

- 2) A Cardmember in New York wants to inquire about his/her account balance. This is the best option:
- Travel Service Office
 - Global Assist
 - Membership Rewards
 - 24 Hour Customer Service
- (Module Five, American Express Card Features and Charge Cards) 2 Points
- 3) The interest rate on American Express Charge Cards that are not enrolled in any services are:
- Prime + 5.9%
 - No interest at all
 - Depending on the Cardmembers credit report
 - Depending on the amount owed.
- (Module Three, Card Operations) 2 Points
- 4) Membership Rewards offers these types of rewards:
- Only airline tickets
 - Seven different categories
 - Discount Certificates towards new cars
 - Only hotel and cruise certificates
- (Module Five, American Express Card Features and Charge Cards) 2 Points
- 5) Membership Rewards is available on these Cards (2 answers):
- The Personal Card
 - A Delinked Optima Card
 - A linked Delta SkyMiles Card
 - A linked Optima True Grace Card
- (Module Five, American Express Card Features and Charge Cards) 4 Points
- 6) Car Rental Loss and Damage Insurance has the following fees:
- \$25 per year
 - No fee
 - \$15 per day, per car rented
 - \$3 per enrolled Cardmember
- (Module Five, American Express Card Features and Charge Cards) 2 Points



R) Please match the following features with a corresponding statement:

Feature #	Feature
1	Best Value Guarantee
2	Executive Baggage Protection
3	Sign and Travel Express
4	Global Assist
5	Travel Service Offices
6	FAKE STATEMENT

Answer	Benefit
	Allows enrolled C/M's to deduct \$5000-\$100000 per month and have it donated.
	Provides legal and medical referrals for Cardmembers in travel status. 1-800 Number.
	Provides emergency check cashing, emergency card replacement and more at 1700 location.
	Extends the Baggage Delay and Loss Protection to include business effects and \$300 delayed luggage reimbursement losses
	Reimburses the difference between a product bought at a higher price and an advertised lower price within 60 days.
	Allows eligible travel charges to be paid in monthly installments.

(Module Five, American Express Card Features and Charge Cards)

6 Points

Pass	
Retest	
Fail	