



جامعة أبوظبي
ABU DHABI UNIVERSITY

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Team 1 - Scenario 2

QUESTIONNAIRE

THE ROLE OF REWARDS IN HELPING SERVICE EMPLOYEES MANAGE
PROBLEM, DYSFUNCTIONAL, DIFFICULT CUSTOMERS

UNITED ARAB EMIRATES

MAY 2018

Dear Valued Respondent,

Incivility from sources outside the organization (e.g., customers, students, patients) is increasingly recognized as an important workplace stressor, having been linked to a variety of negative outcomes. Service employees frequently experience negative and rude customers because they have to comply with emotion expression regulations established by service-oriented organizations even in unpleasant situations. It is therefore becoming more important to understand not only the negative effects of outsider incivility, but also potential buffers of these negative effects.

To that extent, we are conducting research to examine the role of supervisors' in dysfunctional service encounters and especially their intervention when dysfunctional customer behaviors are displayed against frontline staff in the **United Arab Emirates**.

We would really appreciate if you could spare 30 minutes of your time to complete the following questionnaire.

The survey is intended for all people who have experience in customer services in UAE and aged 18 and over.

Your contribution is important to us and will be used for academic purposes only. Please be assured that any information or responses that you provide in connection with this research will remain **anonymous**, meaning your answers will not be connected to you in anyway. Also, if you decide to participate, you may decline to answer any questionnaire item(s) you choose and may stop participating at any time. However, if you have questions about this research project or if you have a research-related problem, you may contact the researcher at avraam.p@adu.ac.ae

Thank you for considering our request to participate in this study.

Sincerely,

Dr. Avraam Papastathopoulos
Assistant Professor of Management
College of Business
Adu Dhabi University



QUESTIONS BEFORE SCENARIO 2

Please tick ✓ the appropriate box for each question

		Never	Low	Slightly	Neutral	Moderate	Very	Every time
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
BS1_Q1	How much do you take things personal at work?							
BS_DCB1_Q2	How often are you exposed to customer misbehavior behaviors in your work?							

Please tick ✓ the appropriate box for each question

		Very untrue of me	Untrue of me	Somewhat untrue of me	Neutral	Somewhat true of me	True of me	Very true of me
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
BS_IM1_Q3	I enjoy finding solutions to complex problems							
BS_IM2_Q4	I enjoy improving existing processes or products							

Scenario 2

Please read the following scenario which is associated with an incident in a workplace and try to imagine yourself in the employee's shoes. During your shift there is a **short delay** to **deliver the orders to the tables you are serving**, due to high store business. Despite that you let the customers know that you cannot do much about this short delay, one of the **customers** you are serving **yells at you and personally blames you** for the poor service saying:

“Your service is really bad, you are not good enough for this job, why don’t they give you more training?”

Once you report this incident to your supervisor, he offers you a discount coupon of AED100, rewarding you for dealing with problem customers. Based on this scenario, please answer the following questions.

QUESTIONS AFTER SCENARIO 2

Please tick ✓ the appropriate box for each question

CODE	After this incident:	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS1_Q5	How much do you see this incident you have read as important in defining who you are?							
AS2_Q6	How much do you see this incident you have read as important in your role as an employee?							
AS3_Q7	How much do you see this incident you have read as important in your role as a representative of this firm/store?							

Please tick ✓ the appropriate box for each question

CODE	After this incident:	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_SE1_Q8	I wish I could have more respect for myself							
AS_SE2_Q9	At times I think I am no good at all							
AS_SE3_Q10	I am not able to do things as well as most other people							

Please tick ✓ the appropriate box for each question

CODE	After this incident:	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_RS1_Q11	I think that this job is quite stressful							
AS_RS2_Q12	A great deal of stress can caused to me because of the job							
AS_RS3_Q13	I am stressed because of the work							

Please tick ✓ the appropriate box for each question

CODE	After this incident, I could even consider:	Never true	Rarely true	Sometimes but infrequently true	Neutral	Sometimes true	Usually true	Always true
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_RI1_Q14	Take actions to get other customers annoyed							
AS_RI2_Q15	Cause troubles to other customers							
AS_RI3_Q16	Punish this customer somehow in a future visit to the restaurant							
AS_RI4_Q17	Get this customer get what he deserves in a future visit to the restaurant							

Please tick ✓ the appropriate box for each question

CODE	After this incident :	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_J1_Q18	I think the outcome I received was fair							
AS_J2_Q19	I did get what I deserved							
AS_J3_Q20	In resolving the problem, the supervisor gave me what I needed							
AS_J4_Q21	The supervisor handled this incident in a fair manner							
AS_CO1_Q22	I would try to get to discuss the customers' needs.							
AS_CO2_Q23	I would answer the customers' questions about products and/or services as correctly as I can							
AS_CO3_Q24	I would try to give the customers an accurate expectation of what the product/service will do for them.							
AS_CO4_Q25	I would try to help the customers to achieve their goals.							



Please tick ✓ the appropriate box for each question

CODE	After this incident:	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_OCB1_Q26	I would still have a positive attitude at work							
AS_OCB2_Q27	I would be exceptionally courteous and respectful to following customers							
AS_OCB3_Q28	I would follow customer service guidelines with extreme care							
AS_OCB4_Q29	I would respond to customer requests and problems in a timely manner							
AS_OCB5_Q30	I would make constructive suggestions for service improvement							
AS_WWB1_Q31	I would consider, taking undeserved work breaks							
AS_WWB2_Q32	I would consider, spending time in idle conversation							
AS_WWB3_Q33	I would consider, neglecting aspects of the job one is obligated to perform							
AS_WWB4_Q34	I think I deserve this reward (related to Q31, Q32, Q33)							



Please tick ✓ the appropriate box for each question

CODE	After this incident, to what extent do you think that:	Never	Rarely	Sometimes but infrequently true	Neutral	Sometimes	Usually	Always
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_SA1_Q35	Resist expressing your true feelings?							
AS_SA2_Q36	Pretend to have emotions that you don't really have?							
AS_SA3_Q37	Hide your true feelings about this situation?							

Please tick ✓ the appropriate box for each question

CODE	After this incident, to what extent do you think that:	Never	Rarely	Sometimes but infrequently true	Neutral	Sometimes	Usually	Always
		(1)	(2)	(3)	(4)	(5)	(6)	(7)
AS_RES1_Q38	Customers are responsible for this incident							
AS_RES2_Q39	The firm is responsible for this incident							
AS_RES3_Q40	Employees are responsible for this incident							



Demographic Information - Please tick the appropriate box

DC1. Experience in customer contact positions

- ☐ Less than one year
- ☐ 1 to 3 years
- ☐ Over 3 years

DC2. Incident severity

- ☐ Not at all
- ☐ Slightly
- ☐ Somewhat
- ☐ Very
- ☐ Extremely

DC3. DCB frequency exposure (How often were you exposed to this kind of behaviors in your work?)

- ☐ Never
- ☐ Rarely, in less than 10% of all customer contacts
- ☐ Occasionally, in about 30% of all customer contacts
- ☐ Sometimes, in about 50% of all customer contacts
- ☐ Frequently, in about 70% of all customer contacts
- ☐ Usually, in about 90% of all customer contacts
- ☐ Every time

DC4. Age

DC5. Gender

- ☐ Male
- ☐ Female

Thank you!

We really appreciate you taking the time to complete our survey