

Publix Associate Customer Success Manager (ACSM) Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

- 1. What does 'churn' signify in customer success?**
 - A. The acquisition of new customers**
 - B. The loss of customers over time**
 - C. The engagement of current customers**
 - D. The growth of product offerings**
- 2. What action should an ACSM take when a customer expresses dissatisfaction?**
 - A. Ignore the complaint until it escalates**
 - B. Actively listen and empathize while seeking a resolution**
 - C. Provide immediate compensation without understanding the issue**
 - D. Transfer the customer to another department**
- 3. At what time do minors begin work on Thursday of a school week?**
 - A. 2:00pm**
 - B. 2:30pm**
 - C. 3:00pm**
 - D. 3:30pm**
- 4. What are best practices for managing customer expectations?**
 - A. Setting vague goals and avoiding communication**
 - B. Transparent communication and realistic goal-setting**
 - C. Offering incentives without context**
 - D. Giving limited updates about progress**
- 5. What is a key benefit of educating customers about products?**
 - A. It makes them less likely to use the product**
 - B. It leads to greater satisfaction and retention**
 - C. It is mainly for marketing advantages**
 - D. It creates confusion about product usage**

- 6. Which of the following is NOT typically used in the calculation of gross profit?**
- A. Revenue**
 - B. Operating expenses**
 - C. Costs of goods sold**
 - D. Sales returns**
- 7. What does the acronym TEAM stand for?**
- A. Together Everyone Achieves More**
 - B. Teamwork Enhances All Missions**
 - C. Together Everyone Adapts More**
 - D. Team Efficiency and Management**
- 8. What term refers to smaller items that help fill available space in a bag?**
- A. Sidewalls**
 - B. Fillers**
 - C. Loose items**
 - D. Crushables**
- 9. What should be included in a sub department voucher?**
- A. Only the item description**
 - B. P#, name, signature, and reason code**
 - C. Pricing and discount codes**
 - D. Store inventory levels**
- 10. Which items are often left behind at the end of an order?**
- A. Base items**
 - B. Loose items**
 - C. Fillers**
 - D. Crushables**

Answers

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1. B
2. B
3. B
4. B
5. B
6. B
7. A
8. B
9. B
10. B

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Explanations

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1. What does 'churn' signify in customer success?

- A. The acquisition of new customers
- B. The loss of customers over time**
- C. The engagement of current customers
- D. The growth of product offerings

Churn refers to the loss of customers over time, which is a crucial metric in customer success management. It represents the percentage of customers who stop using a company's products or services within a certain time frame. Understanding churn is essential for businesses because high churn rates can indicate dissatisfaction with the product or service, poor customer support, or better alternatives available in the market. Reducing churn is a primary goal of customer success strategies as it involves improving customer retention and fostering long-term relationships with customers. This metric directly impacts a company's revenue and growth potential, making it vital for customer success teams to monitor and address factors contributing to customer attrition.

2. What action should an ACSM take when a customer expresses dissatisfaction?

- A. Ignore the complaint until it escalates
- B. Actively listen and empathize while seeking a resolution**
- C. Provide immediate compensation without understanding the issue
- D. Transfer the customer to another department

When a customer expresses dissatisfaction, it is crucial for an Associate Customer Success Manager (ACSM) to actively listen and empathize while seeking a resolution. This approach demonstrates that the ACSM values the customer's concerns and is committed to addressing their issues. By engaging in active listening, the ACSM can fully understand the root of the problem, which is essential for finding an effective solution. Empathy allows the ACSM to connect with the customer, showing that their feelings and experiences are valid. This technique not only helps to diffuse the situation but also builds trust between the customer and the company. A focus on resolution highlights a proactive attitude towards customer care, reinforcing the idea that the company prioritizes customer satisfaction and is willing to work towards fixing any problems. Taking this approach can lead to improved customer loyalty and potentially turn a negative experience into a positive one, illustrating the effectiveness of handling dissatisfaction constructively.

3. At what time do minors begin work on Thursday of a school week?

- A. 2:00pm**
- B. 2:30pm**
- C. 3:00pm**
- D. 3:30pm**

The correct answer is that minors may begin work at 2:30 PM on Thursday during a school week. This is in accordance with regulations that typically apply to the working hours of minors in order to ensure that their education is prioritized. Generally, during a school week, there are specific guidelines that dictate when minors can legally start working, with later start times being typical on school days to ensure that they have adequate time to complete their school responsibilities. In this context, 2:30 PM aligns with those guidelines, making it the appropriate choice for when minors can begin their work, particularly on a Thursday when school is still in session. Understanding the timing helps ensure compliance with labor laws and regulations designed to protect the welfare of minors.

4. What are best practices for managing customer expectations?

- A. Setting vague goals and avoiding communication**
- B. Transparent communication and realistic goal-setting**
- C. Offering incentives without context**
- D. Giving limited updates about progress**

The practice of transparent communication and realistic goal-setting is essential for effectively managing customer expectations. By being open and clear about what customers can anticipate—such as timelines, deliverables, and possible challenges—you create a foundation of trust. This direct communication helps customers understand the scope of the service or product provided, leading to more satisfactory interactions and relationships. Setting realistic goals is equally important, as it prevents disappointment that can arise from overpromising capabilities or deadlines. When customers have achievable and specific targets clearly laid out, their expectations align more closely with what the business can deliver, fostering a positive experience. This approach not only enhances customer satisfaction but can also encourage long-term loyalty and advocacy. In contrast, the other practices, such as setting vague goals, offering incentives without context, or providing limited updates, can lead to confusion and mistrust. These approaches fail to foster meaningful communication, ultimately hindering strong customer relationships.

5. What is a key benefit of educating customers about products?

A. It makes them less likely to use the product

B. It leads to greater satisfaction and retention

C. It is mainly for marketing advantages

D. It creates confusion about product usage

Educating customers about products is crucial because it leads to greater satisfaction and retention. When customers understand how to use a product effectively, they are more likely to have positive experiences, which can significantly enhance their overall satisfaction. This informed usage reduces frustration, builds trust, and fosters a deeper connection with the brand or product. As a result, satisfied customers are more likely to remain loyal and continue using the product over time, ultimately benefiting both the customer and the business through increased retention rates. The process of customer education goes beyond simple transactions; it nurtures a relationship where customers feel empowered. They can make the most of their purchases and are less likely to return products due to misunderstandings. This approach not only enhances customer loyalty but can also lead to positive word-of-mouth and referrals, creating a cycle of growth and satisfaction that benefits the organization.

6. Which of the following is NOT typically used in the calculation of gross profit?

A. Revenue

B. Operating expenses

C. Costs of goods sold

D. Sales returns

Gross profit is calculated using the formula: $\text{Gross Profit} = \text{Revenue} - \text{Cost of Goods Sold (COGS)}$. This means that the relevant components of the formula are specifically revenue and costs directly associated with the production or procurement of the goods sold, which are articulated as COGS. Operating expenses, which include costs such as salaries, rent, utilities, and other operational costs not directly tied to the product sold, are not subtracted when calculating gross profit. Instead, they are accounted for when determining net profit, which comes after gross profit and accounts for all operating costs. Therefore, operating expenses are the correct element that does not participate in the calculation of gross profit, making this the right choice. By understanding which components contribute to gross profit, it becomes clearer how businesses assess their profitability directly related to their sales activities.

7. What does the acronym TEAM stand for?

A. Together Everyone Achieves More

B. Teamwork Enhances All Missions

C. Together Everyone Adapts More

D. Team Efficiency and Management

The acronym TEAM stands for "Together Everyone Achieves More." This phrase emphasizes the importance of collaboration and unity in achieving common goals. It signifies that by working together and pooling individual strengths, team members can accomplish objectives that might be unattainable alone. This concept promotes a culture of cooperation, communication, and shared responsibility, which is essential in any organization, especially for customer success management. The other options, while related to teamwork, do not reflect the widely recognized and motivational meaning that "Together Everyone Achieves More" conveys. The correct answer not only encapsulates the spirit of collective effort but is also a mantra that many teams adopt to inspire and motivate members to contribute towards shared objectives.

8. What term refers to smaller items that help fill available space in a bag?

A. Sidewalls

B. Fillers

C. Loose items

D. Crushables

The term that accurately refers to smaller items used to help fill available space in a bag is "fillers." Filler items serve the essential role of occupying gaps that may exist after larger items have been placed in a bag or container. This ensures that the bag is efficiently packed, preventing contents from shifting during transport and protecting fragile items from damage. In many scenarios, fillers can also facilitate the optimization of space within a bag, allowing the overall load to be more stable and manageable. This practice is particularly useful in retail and shipping environments, where maximizing bag or container space contributes to overall efficiency. Other terms in the choices, such as sidewalls, loose items, and crushables, do not specifically capture the concept of items meant to occupy gaps in packing. Thus, "fillers" is the most relevant and precise term in this context.

9. What should be included in a sub department voucher?

- A. Only the item description**
- B. P#, name, signature, and reason code**
- C. Pricing and discount codes**
- D. Store inventory levels**

In the context of a sub department voucher, it is essential to include specific details that ensure accuracy and accountability in the processing of transactions. Including the P# (which likely refers to a product or purchase number), the name of the associate or individual processing the voucher, their signature for verification, and a reason code for the transaction provides a clear and traceable record. These components facilitate tracking and auditing of items, prevent fraudulent activities, and streamline the overall reimbursement or return processes within the organization. This structured approach helps maintain an organized and transparent system, which is crucial for managing financial records effectively. It also aids in communication between associates and management regarding the nature of the voucher's purpose, ensuring all parties are informed and aligned on the transaction's intent.

10. Which items are often left behind at the end of an order?

- A. Base items**
- B. Loose items**
- C. Fillers**
- D. Crushables**

The correct response highlights the concept of "loose items" being frequently left behind at the end of an order. Loose items typically refer to those products that are not packaged or secured in some manner and can easily be neglected or overlooked during the order preparation and check-out processes. In a retail environment, especially in grocery stores or similar settings, items like fruits, vegetables, and small accessories can be categorized as loose items. Their lack of packaging means they might not be as visually prominent compared to packaged goods, leading to a higher likelihood that they are forgotten in the hustle of completing an order. This understanding is critical for anyone involved in order fulfillment or customer service roles, as ensuring that all items, particularly those that can be easily missed, are accounted for is essential to customer satisfaction and a smooth shopping experience.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://publixacsm.examzify.com>

We wish you the very best on your exam journey. You've got this!