

Glossary terms from week 1

Terms and definitions from Course 7, Week 1

Chatbot: A programmed system that responds to common customer questions

Customer satisfaction (CSAT) survey: A tool that measures how products and services supplied by a company meet or surpass customer expectations

Customer service: The advice and support a company provides to its customers before, during, and after a purchase

Dynamic remarketing: A process that allows a company to show previous visitors ads that contain products and services they viewed on the company's site

Featured snippet: A special box that displays information about a search in the results page

Frequently asked questions (FAQ): A section on a website that provides answers to the questions that customers might have regarding a business, their products or services, policies, processes, and more

Live chat: A customer service technology that allows customers to communicate in real time with a business representative

Multi-channel customer service: Refers to providing customer service across multiple channels

Net Promoter Score (NPS) survey: A single-question survey that asks respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague on a scale from zero to ten

Points model: A rewards program that offers customers a point equivalent for a determined monetary value spent over the course of several purchases

Post-purchase communication: Any direct interaction customers have with a brand after they make a purchase

Replenishment emails: Emails used to prompt customers to make a repeat purchase when the items they previously bought are about to run out

Rewards program: A marketing strategy designed to build customer loyalty by providing incentives for customers to continue shopping with the brand

Spend-based model: A rewards program that offers customers incentives based on an amount spent during a single purchase

Subscription model: A rewards program that requires customers to make a recurring payment in order to receive an exclusive incentive

Tier-based model: A rewards program that allows customers to graduate to new customer status levels based on the amount of money they spend with a company over time

Usability survey: A survey that assesses the customer's satisfaction with a company's website and identifies any problems the customer may experience along their shopping journey

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