

Quiz 3

LATEST SUBMISSION GRADE

100%

1. This question relates to the resource: [Ted \(2017\)](#)

1 / 1 point

Why does technology ethnographer, Tricia Wang, suggest we combine big data and thick data collection?

- ☒ It forms a more complete picture
- ☐ She does not suggest we combine the two
- ☐ It gives all data a numerical value
- ☐ It allows you to throw out unnecessary data



Correct

Correct! Tricia Wang suggests we combine big data and thick data collection to form a more complete picture. Big data is able to offer insights at scale and leverage the best of machine intelligence, whereas thick data can help us rescue the context loss that comes from making big data usable, and leverage the best of human intelligence.

2. This question relates to the resource: [Lebeaux \(2018\)](#)

1 / 1 point

According to Rachel Lebeaux, who is largely in charge of establishing an organisation's big data platform strategy?

- ☒ Chief Information Officer
- ☐ IT department
- ☐ Chief Digital Officer
- ☐ Chief Marketing Officer



Correct

Correct! Rachel Lebeaux says the Chief Information Officer is largely in charge of establishing an organisation's big data platform strategy

3. This question relates to the resource: [Exponential Wisdom \(2015\)](#)

1 / 1 point

What company does Dr. Peter Diamandis say uses real-time geographic data to determine

how much a customer will value the service?

- ☒ Uber
- ☐ Netflix
- ☐ Ola
- ☐ Apple



Correct

Correct! Dr. Peter Diamandis used Uber as an example. Uber uses real-time geographic data to determine how much a customer will value a ride (i.e. if they are in a remote location they will value it very much) and uses this to inform how much they will charge a customer

4. This question relates to the resource: [Google Analytics \(2013\)](#)

1 / 1 point

What are Daniel Waisberg's three takeaways?

☒ Use segmentation to understand your customers' path.



Correct

Correct! This is one of Daniel Waisberg's three takeaways.

☒ Check different Attribution Models applied to your data.



Correct

Correct! This is one of Daniel Waisberg's three takeaways.

☒ Get started with Universal Analytics.



Correct

Correct! This is one of Daniel Waisberg's three takeaways.

☐ Use market trends to forecast your customers' path.

5. This question relates to the resource: [NTT DATA \(2015\)](#)

1 / 1 point

Customer journey maps can be _____ if they are not _____
and exclude _____



Correct

Misleading; static; assumptions

- ☐ Misleading; static; assumptions
- ☒ Misleading; dynamic; context
- ☐ Helpful; static; assumptions
- ☐ Helpful; too general; assumptions

**Correct**

Correct! Customer journey maps can be misleading if they are not dynamic and exclude context.

6. This question relates to the resource: [Marketing Book Podcast \(2015\)](#)

1 / 1 point

In Marketing Book Podcast (2015), provided as a resource this week, Adele Revella says it is important to not script interviews and questions to ask real customers when trying to build buyer (or customer) personas. Why?

- ☒ You may miss something that affects their decision-making because you have directed the conversation.
- ☐ It makes the customer uncomfortable and they may not answer truthfully as a result.
- ☐ The customer may not be as open-minded if you have directed the conversation.
- ☐ You will end up asking things that you care about but the customer does not.

**Correct**

Correct! By directing the conversation, you may miss something that affects the customer's decision-making.

7. True or False: Customer Journey Mapping has its origins in the Consumer Buying Decision Process framework.

1 / 1 point

- ☒ True
- ☐ False

**Correct**

Correct! Customer Journey Mapping takes the Consumer Buying Decision Process and overlays all offline and online/digital touchpoints, demonstrating the non-linear nature of buying behaviour.

8. Why do you need to have multiple customer journey maps? (Pick all the answers you think are correct)

1 / 1 point

- ☐ So you can have a systematic approach to customer personification

- ☒ To match different types of journeys to the same customer

 **Correct**

Correct! You need to have multiple customer journey maps so you can match them to each of your important customer personas. Those customers may undertake multiple journeys at different times.

- ☒ To understand the multiple journeys potential customers take

 **Correct**

Correct! You need to have multiple customer journey maps so you can match them to each of your important customer personas. Those customers may undertake multiple journeys at different times.

- ☒ So you can match them to each of your important customer personas

 **Correct**

Correct! You need to have multiple customer journey maps so you can match them to each of your important customer personas. Those customers may undertake multiple journeys at different times.

9. Which one of these is NOT one of Halvorsrud, et al's five phases for developing customer journey maps?

1 / 1 point

- ☒ Brainstorming
- ☐ Journey analysis
- ☐ Reporting and handover
- ☐ Customer recruitment and data collection

 **Correct**

Correct! Brainstorming is not one of the five phases, which are Overview/scope, identification/verification, customer recruitment and data collection, journey analysis and reporting and handover.

10. Economist and writer Barry Turner said, "Data don't speak for themselves. We have to goad them into saying things." What does he mean by this statement ?

1 / 1 point

- ☒ Data on its own is useless; you have to organise and analyse it in order to gain actionable insights.
- ☐ Big Data collection platforms spontaneously make your data talk.

- ☐ People saying things to researchers forms the best sort of data.
- ☐ The marketing department has to describe what data means.



Correct

Correct! You need to work hard to turn data into information