

Week 2 quiz

LATEST SUBMISSION GRADE

80%

1. This question relates to the resource: [Zoho \(2015\)](#)

1 / 1 point

What are the five benefits of CRM ?

- ☒ Better data organisation; enhanced communication; shared information; able to catch all leads and know your numbers
- ☐ Better data organisation; lower overall tech costs; online support; able to catch all leads and know your numbers
- ☐ Better data organisation; lower overall tech costs; increase social media engagement; able to catch all leads and know your numbers
- ☐ Better data organisation; online support; increase social media engagement; able to catch all leads and happier customers

 **Correct**

Correct! The 5 benefits of CRM are: better data organisation; enhanced communication; shared information; able to catch all leads and know your numbers

2. This question relates to the resource: [Sands \(2015\)](#)

1 / 1 point

What does Mike Sands say the shortcomings of third-party data are? Choose all that may apply.

- ☐ Third-party data is well suited for customer acquisition
- ☒ Third-party data is less likely to be relevant and accurate when compared to second and first-party data

 **Correct**

Correct! Third-party data is less likely to be relevant and accurate when compared to second and first-party data

- ☐ Third-party data has a limited scale
- ☒ It is difficult for marketers to determine the quality of third-party data they are purchasing

 **Correct**

Correct! It is difficult for marketers to determine the quality of third-party data they are purchasing

Review the resource: Sands (2015)

3. This question relates to the resource: [Outside in with Charles Trevail \(2017\)](#)

1 / 1 point

What did Robin Beers, head of Customer Care Experience Insights at Wells Fargo, say led to powerful decision-making ?

- ☒ Behavioural analytics and qualitative research
- ☐ Third-party data and qualitative research
- ☐ Behavioural analytics and quantitative data
- ☐ Qualitative research and quantitative research

 **Correct**

Correct! Robin Beers said that behavioural analytics and qualitative research led to powerful decision-making at Wells Fargo.

4. This question relates to the resource : [Lindstrom \(2016\)](#)

0 / 1 point

Martin Lindstrom said that _____ was able to uncover that people like stories infused into their product experiences. He also points out that _____ was never able to pick this up.

- ☐ Small data; Big Data
- ☒ Big Data; small data
- ☐ Small data; quantitative data
- ☐ Small data; focus group data

 **Incorrect**

Incorrect. Martin Lindstrom said that small data was able to uncover that people like stories infused into their product experiences. He also points out that big data was never able to pick this up

Review the resource: Lindstrom (2016)

5. This question relates to the resource: The [CX Cast \(2019\)](#)

1 / 1 point

What are the four elements you must consider when designing your research ?

- ☒ The why, what, how and who

- ☐ The when, what, how and who
- ☐ The why, when, what and who
- ☐ The why, when, what and how

✓ **Correct**

Correct! The four elements you must consider when designing your research is the why, what, how and who

6. This resource relates to the resource: [Tedx Talks \(2014\)](#)

1 / 1 point

Charlie Stryker said that a key problem with big data at the moment is that we don't have access to all the data available in the big data ecosystem. In the future he predicts:

- ☒ We will know how to ask questions of the big data ecosystem to get the answers we need to make the decisions we want to make
- ☐ We will gain access to the entire big data ecosystem through Artificial Intelligence and get answers without having to ask questions
- ☐ One of the biggest challenges companies have when trying to get their customer to become their own ethnographers is customers finding it difficult to step out of the moment to capture their data
- ☐ The big data ecosystem will be ruled by consumers. They will have the power to dictate what data is shared with companies

✓ **Correct**

Correct! Charlie Stryker predicts that in the future we will know how to ask questions of the big data ecosystem to get the answers we need to make the decisions we want to make

7. This question relates to the resource: [Dickey \(n.d.\)](#)

1 / 1 point

What does Mike Dickey mean when he says to be platform-neutral when collecting big data ?

- ☒ Ensure you can capture data from different types of devices
- ☐ Ensure you can capture data from various applications
- ☐ Ensure you use different devices to collect your data
- ☐ Ensure you use different applications to collect your data

✓ **Correct**

Correct! Mike Dickey says to ensure you capture data from different types of devices (i.e. desktop, mobile phone,

tablet, etc) so you get as much customer information as possible

8. This question relates to the resource: [Data skeptic \(2017\)](#)

1 / 1 point

Raghu Ramakrishnan, CTO for Data at Microsoft said that half big data tools used today will be redundant in 12 months time because of how rapidly the digital world is changing. His solution to this was ?

- ☒ Understand what it is that the tools are trying to enable you to do
- ☐ Use as many tools as possible
- ☐ Use small data instead
- ☐ Hire experts to do your big data research and analysis

 **Correct**

Correct! Raghu Ramakrishnan said that the solution to rapidly changing digital technology in the big data world is to understand what it is the tools are trying to enable you to do so that you only use the relevant tools

9. You conduct a Net Promoter Score (NPS) survey with customers and achieve the following results: 30% rate you a 9 or 10, 55% rate you a 7 or 8, and 15% rate you from 1-6. What is your NPS ?

0 / 1 point

- ☐ 15%
- ☐ 42.50%
- ☒ 55%
- ☐ 30%

 **Incorrect**

Incorrect. The NPS is calculated by subtracting the percentage of Detractors (1-6) from the Promoters (9-10), leaving the Passives (7-8) out of the equation. The correct answer is 15%.

Review the video: Which types of data are relevant?

10. What is meant by the phrase: "If the product is free, then you are the product"?

1 / 1 point

- ☒ Companies harvest, aggregate and sell the data you give them when using free online services and tools

- ☐ Free digital services are carefully tailored to your needs and wants
- ☐ Advances in digital technology make it possible to offer services for free
- ☐ Free digital services create strong communities



Correct

Correct! Ask yourself whether it's worth giving your data away when using these services