

5. What is operational CRM? \*

(4/4 Points)

- ☐ Operational CRM is the module of CRM supporting the analysis of marketing data.
- ☐ Operational CRM is the module of CRM managing the operational DB.
- ☐ Operational CRM does not exist.
- ☒ Operational CRM refers to the modules of CRM supporting different distribution channels. ✓

12. What are typical objective(s) of sales force automation? \*

(4/4 Points)

- ☒ Increase customer retention. ✓
- ☒ Reduce the costs of customer acquisition. ✓
- ☐ Increase customer churn.
- ☒ Reduce bureaucracy for customers and increase responsiveness during the sales process. ✓

12. What is operational CRM? \*

(4/4 Points)

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19. Customer segmentation can be performed with different approaches: \*  
(4/4 Points)

- ☐ Targeting
- ☒ Price sensitivity ✓

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- ☒ Loyalty ✓
- ☒ Lifestyle ✓

23. Why is the meaning of having a "balanced" set of KPIs to calculate the incentives of call-center operators? \*  
(0/4 Points)

- ☒ It means measuring a balanced set of indicators such as average call time, first call resolution, customer satisfaction. ✓
- ☐ It means sizing the call center to minimize customers' waiting time.
- ☐ It means measuring both efficiency and effectiveness. ✓
- ☐ It means measuring the efficiency of a team as opposed to an individual operator.

12. Please, select the most expensive distribution channel among the following: \*  
(0/4 Points)

- ☐ Sales force ✓
- ☐ Web
- ☒ Agency/shop
- ☐ Contact center

13. Please, select correct statements on "mining". \*  
(0/4 Points)

- ☐ Mining is performed with statistical techniques only.
- ☒ Mining is part of analytical CRM, ✓
- ☐ Data science is the modern term that has replaced mining. ✓
- ☒ Mining refers to data analysis with the goal of discovering insights that are relevant for business management. ✓

20. The cost of the call center is a function of: \*  
(0/4 Points)

- ☒ Target level of service (waiting time and effectiveness in problem solving). ✓
- ☐ Team efficiency.
- ☒ Number of calls in the time unit. ✓
- ☒ Degree of integration of the technology platform.

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### Customer segmentation can be performed with different approaches:
- [ ] Value
- [x] Lifestyle
- [x] Loyalty
- [ ] Market
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### Multi-channel integration in CRM ensures:
- [x] Cross-channel service consistency.
- [x] Value extraction from customer data with analytic CRM.
- [x] Customer understanding and monitoring with executive functionalities.
- [ ] Cross-channel information integration.
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15. What are typical objective(s) of sales force automation? \*  
(0/4 Points)

☐ Increase customer churn.

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Page 6 c

am, January 14, 2022

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☐ Reduce the risk associated with the fact that sales employees can change job or retire. ✓

☒ Reduce the costs of customer acquisition. ✓

☒ Increase customer retention. ✓

### Which of the following are Business Intelligence purposes?

- [x] Transform raw data into meaningful and useful information
- [ ] Allow document registration in the Enterprise Resource Planning software of a company
- [x] Allow to integrate and model data from different sources to perform business analytics
- [ ] Reorganize business processes of a company

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