21	Francalan ci	Single	Why is operational information transformed before it is loaded in a data warehouse of an executive information system?	A	To reduce information size and make queries, reporting and analytics faster.	X
				B	To aggregate external and internal information.	
				C	To integrate external and internal information.	
				D	To prepare reports for different management layers.	

```
### How is greater complexity of the tasks of sales personnel managed in the BPR initiative of insurance companies?

- [ ] It is managed with a higher degree of delegation.
- [ ] It is managed by changing the incentive system of employees.
- [x] It is managed by embedding service procedures in desktop applications.
- [ ] It is managed by empowering employees.
```

```
### What are typical objective(s) of sales force automation?

- [x] Reduce bureacracy for customers and increase responsiveness during the sales process.
- [x] Reduce the costs of customer acquisition.
- [x] Increase customer retention.
- [ ] Increase customer churn.
```

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 bureacracy for customers and increase responsiveness during the sales process. ✓

12. What is operational CRM? *
(4/4 Points)

○ Operational CRM is the module of CRM supporting the analysis of marketing data.

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○ Operational CRM is the module of CRM managing the operational DB.

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

☐ Targeting

☑ Price sensitivity ✓

☑ 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.

```
### Customer segmentation can be performed with different approaches:

- [ ] Value
- [x] Lifestyle
- [x] Loyalty
- [ ] Market
---
### 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.
---
```

15. What are typical objective(s) of sales force automation? *
(0/4 Points)

☐ Increase customer churn.

☐ 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
---|
```

12. What is operational CRM? *
(4/4 Points)

○ Operational CRM is the module of CRM supporting the analysis of marketing data.

○ Operational CRM does not exist.

◉ Operational CRM refers to the modules of CRM supporting different distribution channels. ✓

○ Operational CRM is the module of CRM managing the operational DB.

```
### What are technical components of call centers?

- [x] IVR
- [x] Server machines
- [ ] CSR
- [x] Personal computers of call center operators.
```

2. What are typical objectives of sales force automation (SFA)? *
   (0/4 Points)

   ☐ Reduce the costs of customer acquisition. ✓

   ☑ Decrease customer churn. ✓

   ☑ Reduce bureacracy for customers and increase responsiveness during the sales
   process.   ✓

   ☐ Increase the effectiveness of the sales force. ✓