

Student: \_\_\_\_\_

1. CRM allows an organization to accomplish all of the following, except:
  - A. Provide better customer service
  - B. Make call centers more efficient
  - C. Complicate marketing and sales processes
  - D. Help sales staff close deals faster
2. The intense competition in today's marketplace forces organizations to switch from sales-focused strategies to \_\_\_\_\_ strategies.
  - A. customer-focused
  - B. production-focused
  - C. operations-focused
  - D. supplier-focused
3. The CRM manager's full-time responsibilities includes \_\_\_\_\_.
  - A. operational management
  - B. change management
  - C. functional management of the existing CRM solution
  - D. All of the above
4. Supplier relationship management is not the same thing as a \_\_\_\_\_ system.
  - A. SRM
  - B. CRM
  - C. ERP
  - D. TPS
5. \_\_\_\_\_ are competitor organizations who co-operate with one another since doing so allows them to compete more successfully with other competitors.
  - A. Alliance partners
  - B. Dealers
  - C. Resellers
  - D. Partner relationship management (PRM)
6. \_\_\_\_\_ are agents who sell products or services on behalf of a company or organization, particularly in the automobile industry.
  - A. Alliance partners
  - B. Dealers
  - C. Resellers
  - D. Partner relationship management PRM
7. \_\_\_\_\_ are companies or individuals who purchase goods and products in bulk with the intention of reselling them at a profit
  - A. Alliance partners
  - B. Dealers
  - C. Resellers
  - D. Partner relationship management (PRM)
8. \_\_\_\_\_ focuses on keeping vendors satisfied by managing alliance partner, dealer, retailer, and reseller relationships that provide customers with an optimal sales channel.
  - A. Alliance partners
  - B. Dealers
  - C. Resellers
  - D. Partner relationship management (PRM)

9. CRM suites will also incorporate SRM, PRM and ERM modules as enterprises seek to take advantage of these initiatives.
  - A. SRM
  - B. PRM
  - C. ERM
  - D. All of the above
10. Which of the following represents operational CRM?
  - A. Supports traditional transactional processing
  - B. Supports day-to-day front-office operations
  - C. Supports operations that deal directly with the customers
  - D. All of the above
11. What supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers?
  - A. Analytical CRM
  - B. Operational CRM
  - C. Personalization
  - D. All of the above
12. What made-to-order views can analytical CRM tools slice-and-dice customer information into?
  - A. Customer value
  - B. Customer spending
  - C. Customer segmentation
  - D. All of the above
13. What can analytical CRM modeling tools discover?
  - A. Identify opportunities for expanding customer relationships
  - B. Identify opportunities for cross-selling
  - C. Identify opportunities for up-selling
  - D. All of the above
14. What occurs when a Web site can know enough about a person's likes and dislikes that it can fashion offers that are more likely to appeal to that person?
  - A. Operational CRM
  - B. Analytical CRM
  - C. Personalization
  - D. All of the above
15. Which of the following is the first CRM implementation strategy?
  - A. Define information needs and flows
  - B. Build an integrated view of the customer
  - C. Clearly communicate the CRM strategy
  - D. Implement in iterations
16. Which of the following is not a CRM industry best practice?
  - A. Define information needs and flows
  - B. Build an integrated view of the customer
  - C. Scalability for organizational growth
  - D. Implement in the big bang approach
17. Which company, in the text, experienced difficulty with answering their phone?
  - A. Alterna Savings
  - B. CCL Industries
  - C. Brother International Corporation
  - D. 1-800-Flowers.com

18. Which company, in the text, rolled out a Web-based system called Summit to pull its client data into one central repository so that company can deliver much faster customer service and improve the customer experience?
  - A. Alterna Savings
  - B. CCL Industries
  - C. Brother International Corporation
  - D. 1-800-Flowers.com
19. An organization that uses the RFM formula tracks:
  - A. Recency, frequency, and monetary value
  - B. Recurrences, frequency, and multiples
  - C. Returns, final sales, and markdowns
  - D. None of the above
20. Which of the following is not one of the three phases in the evolution of CRM?
  - A. Reporting
  - B. Analyzing
  - C. Processing
  - D. Predicting
21. What helps an organization identify its customers across applications?
  - A. CRM reporting technologies
  - B. CRM analyzing technologies
  - C. CRM processing technologies
  - D. CRM predicting technologies
22. What is an organization performing when it asks questions such as "why was customer revenue so high"?
  - A. CRM reporting technologies
  - B. CRM analyzing technologies
  - C. CRM processing technologies
  - D. CRM predicting technologies
23. What is an organization performing when it asks questions such as "which customers are at risk of leaving"?
  - A. CRM reporting technologies
  - B. CRM analyzing technologies
  - C. CRM processing technologies
  - D. CRM predicting technologies
24. Which question below represents a CRM reporting technology example?
  - A. Why did sales not meet forecasts?
  - B. What customers are at risk of leaving?
  - C. What is the total revenue by customer?
  - D. All of the above
25. Which question below represents a CRM analyzing technology question?
  - A. Why did sales not meet forecasts?
  - B. What customers are at risk of leaving?
  - C. What is the total revenue by customer?
  - D. All of the above
26. Which question below represents a CRM predicting technology question?
  - A. Why did sales not meet forecasts?
  - B. What customers are at risk of leaving?
  - C. What is the total revenue by customer?
  - D. All of the above

27. Which of the following operational CRM technologies does the sales department typically use?
- A. Campaign management, contact management, opportunity management
  - B. Sales management, contact management, contact center
  - C. Sales management, call scripting, opportunity management
  - D. Sales management, contact management, opportunity management
28. Which of the following operational CRM technologies does the marketing department typically use?
- A. Contact center, Web-based self-service, call scripting
  - B. Contact center, cross-selling and up-selling, Web-based self-service
  - C. List generator, opportunity management, cross-selling and up-selling
  - D. List generator, campaign management, cross-selling and up-selling
29. Which of the following operational CRM technologies does the customer service department typically use?
- A. Contact centre, Web-based self-service, call scripting
  - B. Sales management, contact management, opportunity management
  - C. List generator, opportunity management, cross-selling and up-selling
  - D. List generator, campaign management, cross-selling and Up-selling
30. What compiles customer information from a variety of sources and segments the information for different marketing campaigns?
- A. Campaign management system
  - B. Cross-selling
  - C. Up-selling
  - D. List generator
31. What guides users through marketing campaigns performing such tasks as campaign definition, planning, scheduling, segmentation, and success analysis?
- A. Campaign management system
  - B. Cross-selling
  - C. Up-selling
  - D. List generator
32. What is McDonald's performing when it asks its customers if they would like to super-size their meals?
- A. Campaign management
  - B. Cross-selling
  - C. Up-selling
  - D. Down-selling
33. Which of the following represents sales force automation?
- A. Helping an organization identify its customers across applications
  - B. Selling additional products or services to a customer
  - C. A system that automatically tracks all of the steps in the sales process
  - D. Selling larger products or services to a customer
34. What automates each phase of the sales process, helping individual sales representatives coordinate and organize all of their accounts?
- A. Sales management systems
  - B. Contact management systems
  - C. Opportunity management systems
  - D. None of the above
35. What maintains customer contact information and identifies prospective customers for future sales?
- A. Sales management system
  - B. Contact management system
  - C. Opportunity management system
  - D. Sales force automation system

36. What targets sales opportunities by finding new customers or companies for future sales?
- Sales management system
  - Contact management system
  - Opportunity management system
  - Sales force automation system
37. Which of the following was one of the first CRM components built to address the issues that sales representatives were struggling with the overwhelming amount of customer account information they were required to maintain and track?
- Sales management system
  - Contact management system
  - Opportunity management system
  - Sales force automation system
38. What is the primary difference between contact management and opportunity management?
- Contact management deals with new customers, opportunity management deals with existing customers
  - Contact management deals with existing customers, opportunity management deals with existing customers
  - Contact management deals with new customers, opportunity management deals with new customers
  - Contact management deals with existing customers, opportunity management deals with new customers
39. Which of the following is where customer service representatives answer customer inquiries and respond to problems through a number of different customer touchpoints?
- Contact centre
  - Web-based self-service
  - Call scripting
  - None of the above
40. What allows customers to use the Web to find answers to their questions or solutions to their problems?
- Contact center
  - Web-based self-service
  - Call scripting
  - None of the above
41. What accesses organizational databases that track similar issues or questions and automatically generate the details to the CSR who can then relay them to the customer?
- Contact center
  - Web-based self-service
  - Call scripting
  - None of the above
42. What is automatic call distribution?
- Automatically dials outbound calls and when someone answers, the call is forwarded to an available agent
  - Directs customers to use touch-tone phones or keywords to navigate or provide information
  - A phone switch routes inbound calls to available agents
  - None of the above
43. What is interactive voice response (IVR)?
- Automatically dials outbound calls and when someone answers, the call is forwarded to an available agent
  - Directs customers to use touch-tone phones or keywords to navigate or provide information
  - A phone switch routes inbound calls to available agents
  - None of the above

44. What is predictive dialing?
- A. Automatically dials outbound calls and when someone answers, the call is forwarded to an available agent
  - B. Directs customers to use touch-tone phones or keywords to navigate or provide information
  - C. A phone switch routes inbound calls to available agents
  - D. None of the above
45. Which of the following is not considered a feature in a contact center?
- A. Automatic call distribution
  - B. Interactive voice response
  - C. Predictive dialing
  - D. Automatic predictive dialing
46. What focuses on keeping suppliers satisfied by evaluating and categorizing suppliers for different projects, which optimizes supplier selection?
- A. Supplier relationship management
  - B. Partner relationship management
  - C. Employee relationship management
  - D. None of the above
47. What focuses on keeping vendors satisfied by managing alliance partner and reseller relationships that provide customers with the optimal sales channel?
- A. Supplier relationship management
  - B. Partner relationship management
  - C. Employee relationship management
  - D. None of the above
48. What provides employees with a subset of CRM applications available through a Web browser?
- A. Supplier relationship management
  - B. Partner relationship management
  - C. Employee relationship management
  - D. None of the above
49. Which industries will want to keep using CRM as a major strategic focus in the future?
- A. Industries whose products are unique
  - B. Industries whose products are difficult to differentiate
  - C. Industries whose products are exclusive
  - D. Industries whose products are distinctive
50. The intense competition in today's marketplace forces organizations to switch from sales-focused strategies to customer-focused strategies.  
True False
51. One of the primary reasons a company loses customers is good customer service experiences.  
True False
52. Good relationships cannot exist without the help or use of information systems  
True False
53. Supplier relationship management is the same thing as an SRM system.  
True False
54. CRM suites will also incorporate TPS, MRP and MER modules as enterprises seek to take advantage of these initiatives.  
True False
55. Alliance partners are competitor organizations who co-operate with one another since doing so allows them to compete more successfully with other competitors.  
True False

56. Retailers are agents who sell products or services on behalf of a company or organization, particularly in the automobile industry.  
True False
57. SRM systems also help an organization communicate with its suppliers by providing a seamless communication channel where data can be shared and accessed by both parties.  
True False
58. CRM is a technology based on the premise that those organizations that understand the needs of individual customers are best positioned to achieve sustainable competitive advantage in the future.  
True False
59. The business world is shifting from customer focus to product focus.  
True False
60. CRM systems can replace more traditional forms of CRM  
True False
61. The primary difference between operational CRM and analytical CRM is the direct interaction between the organization and its suppliers.  
True False
62. Back-office operations deal directly with the customer.  
True False
63. RFM stands for Regency, Frequency, and Monetary.  
True False
64. The evolution of CRM is reporting, analyzing, and predicting.  
True False
65. List generators fall under the category of the sales department's CRM tools.  
True False
66. Contact management falls under the category of the customer service department's CRM tools.  
True False
67. Call scripting falls under the category of the sales department's CRM tools.  
True False
68. The intense competition in today's marketplace forces organizations to switch from \_\_\_\_\_ strategies to customer-focused strategies.  
\_\_\_\_\_
69. One of the primary reasons a company \_\_\_\_\_ customers is bad customer service experiences.  
\_\_\_\_\_
70. \_\_\_\_\_ systems also help an organization communicate with its suppliers by providing a seamless communication channel where data can be shared and accessed by both parties  
\_\_\_\_\_
71. \_\_\_\_\_ to deliver CRM applications will continue to be a major trend, as will the use of analytical tools and the availability of mobile CRM application offerings  
\_\_\_\_\_
72. An important trend in measuring customer satisfaction and uptake with a product or service is to monitor \_\_\_\_\_ communities  
\_\_\_\_\_

73. A customer strategy starts with understanding who the company's \_\_\_\_\_ are and how they help the company meet strategic goals.  
\_\_\_\_\_
74. \_\_\_\_\_ CRM supports traditional transactional processing for day-to-day front-office operations or systems that deal directly with the customers.  
\_\_\_\_\_
75. \_\_\_\_\_ CRM supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers.  
\_\_\_\_\_
76. \_\_\_\_\_ occurs when a Web site can know enough about a person's likes and dislikes that it can fashion offers that are more likely to appeal to that person.  
\_\_\_\_\_
77. CRM \_\_\_\_\_ help organizations segment their customers into categories such as best and worst customers.  
\_\_\_\_\_
78. Customer relationship management involves managing all aspects of a customer's relationship with an organization to increase customer \_\_\_\_\_ and retention and an organization's profitability.  
\_\_\_\_\_
79. An organization can find its most valuable customers by using a formula that industry insiders call Regency, \_\_\_\_\_, and Monetary Value.  
\_\_\_\_\_
80. The three phases of CRM include (1) reporting, (2) \_\_\_\_\_, and (3) predicting.  
\_\_\_\_\_
81. CRM \_\_\_\_\_ systems help organizations identify their customers across applications.  
\_\_\_\_\_
82. "Why did sales not meet forecasts?" is an example of \_\_\_\_\_ technologies in CRM.  
\_\_\_\_\_
83. Sales management, contact management, and \_\_\_\_\_ management are the three primary operational CRM technologies used in the sales department.  
\_\_\_\_\_
84. Contact center, Web-based self-scripting, and \_\_\_\_\_ scripting are the three primary operational CRM technologies used in the customer service department.  
\_\_\_\_\_
85. List generator, \_\_\_\_\_ management, and cross-selling/up-selling are the three primary operational CRM technologies used in the marketing department.  
\_\_\_\_\_
86. List \_\_\_\_\_ compile customer information from a variety of sources and segment the information for different marketing campaigns.  
\_\_\_\_\_
87. \_\_\_\_\_ management systems guide users through marketing campaigns performing such tasks as campaign definition, planning, scheduling, segmentation, and success analysis.  
\_\_\_\_\_
88. Cross-selling is selling \_\_\_\_\_ products or services to a customer.  
\_\_\_\_\_

89. McDonald's is \_\_\_\_\_ selling when it asks their customers if they would like an apple pie with their meal.  
\_\_\_\_\_
90. McDonald's is \_\_\_\_\_ selling when it asks their customers if they would like to super-size their meals.  
\_\_\_\_\_
91. \_\_\_\_\_ management systems automate each phase of the sales process, helping individual sales representatives coordinate and organization all of their accounts.  
\_\_\_\_\_
92. \_\_\_\_\_ management systems maintain customer contact information and identify prospective customers for future sales.  
\_\_\_\_\_
93. \_\_\_\_\_ management systems target sales opportunities by finding new customers or companies for future sales.  
\_\_\_\_\_
94. \_\_\_\_\_ dialing automatically dials outbound calls and when someone answers, the call is forwarded to an available agent.  
\_\_\_\_\_
95. \_\_\_\_\_ scripting systems access organizational databases that track similar issues or questions and automatically generate the details to the CSR who can then relay them to the customer.  
\_\_\_\_\_
96. \_\_\_\_\_ relationship management focuses on keeping suppliers satisfied by evaluating and categorizing suppliers for different projects, which optimizes supplier selection.  
\_\_\_\_\_
97. \_\_\_\_\_ relationship management focuses on keeping vendors satisfied by managing alliance partner and reseller relationships that provide customers with the optimal sales channel.  
\_\_\_\_\_
98. Discuss future trends in CRM?
99. List and describe several benefits an organization can receive from CRM.

100. Compare operational CRM and analytical CRM.

101. Define the relationship between decision making and analytical CRM.

102. List and describe the industry best practices for implementing a successful CRM system.

103. Describe three CRM technologies used by marketing departments.

104. Describe three CRM technologies used by sales departments.

105. Describe three CRM technologies used by customer service departments.

106. Compare customer relationship management, supplier relationship management, partner relationship management, and employee relationship management.

107. Summarize the future of customer relationship management.

## 06 Key

1. CRM allows an organization to accomplish all of the following, except:  
(p. 171)
- A. Provide better customer service
  - B. Make call centers more efficient
  - C. Complicate marketing and sales processes**
  - D. Help sales staff close deals faster

CRM allows an organization to simplify marketing and sales processes.

Chapter - Chapter 06 #1  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy

2. The intense competition in today's marketplace forces organizations to switch from sales-focused strategies to \_\_\_\_\_ strategies.  
(p. 171)
- A. customer-focused**
  - B. production-focused
  - C. operations-focused
  - D. supplier-focused

The intense competition in today's marketplace forces organizations to switch from sales-focused strategies to customer-focused strategies.

Chapter - Chapter 06 #2  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

3. The CRM manager's full-time responsibilities includes \_\_\_\_\_.  
(p. 185)
- A. operational management
  - B. change management
  - C. functional management of the existing CRM solution
  - D. All of the above**

The CRM manager's full-time responsibilities include functional management of the existing CRM solution, operational management, change management, and strategic partnership with key CRM stakeholders.

Chapter - Chapter 06 #3  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

4. Supplier relationship management is not the same thing as a \_\_\_\_\_ system.  
(p. 187)
- A. SRM**
  - B. CRM
  - C. ERP
  - D. TPS

Supplier relationship management is not the same thing as an SRM system.

Chapter - Chapter 06 #4  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

5. \_\_\_\_\_ are competitor organizations who co-operate with one another since doing so allows them to compete more successfully with other competitors.
- (p. 188)
- A.** Alliance partners
  - B. Dealers
  - C. Resellers
  - D. Partner relationship management (PRM)

Alliance partners are competitor organizations who co-operate with one another since doing so allows them to compete more successfully with other competitors.

Chapter - Chapter 06 #5  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

6. \_\_\_\_\_ are agents who sell products or services on behalf of a company or organization, particularly in the automobile industry.
- (p. 188)
- A. Alliance partners
  - B.** Dealers
  - C. Resellers
  - D. Partner relationship management PRM

Dealers are agents who sell products or services on behalf of a company or organization, particularly in the automobile industry.

Chapter - Chapter 06 #6  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

7. \_\_\_\_\_ are companies or individuals who purchase goods and products in bulk with the intention of reselling them at a profit
- (p. 188)
- A. Alliance partners
  - B. Dealers
  - C.** Resellers
  - D. Partner relationship management (PRM)

Resellers are companies or individuals who purchase goods and products in bulk with the intention of reselling them at a profit

Chapter - Chapter 06 #7  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

8. \_\_\_\_\_ focuses on keeping vendors satisfied by managing alliance partner, dealer, retailer, and reseller relationships that provide customers with an optimal sales channel.
- (p. 188)
- A. Alliance partners
  - B. Dealers
  - C. Resellers
  - D.** Partner relationship management (PRM)

Partner relationship management (PRM) focuses on keeping vendors satisfied by managing alliance partner, dealer, retailer, and reseller relationships that provide customers with an optimal sales channel.

Chapter - Chapter 06 #8  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

9. CRM suites will also incorporate SRM, PRM and ERM modules as enterprises seek to take advantage of these initiatives.  
(p. 189)
- A. SRM
  - B. PRM
  - C. ERM
  - D.** All of the above

CRM suites will also incorporate SRM, PRM and ERM modules as enterprises seek to take advantage of these initiatives.

*Chapter - Chapter 06 #9  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium*

10. Which of the following represents operational CRM?  
(p. 175)
- A. Supports traditional transactional processing
  - B. Supports day-to-day front-office operations
  - C. Supports operations that deal directly with the customers
  - D.** All of the above

This is the definition of operational CRM.

*Chapter - Chapter 06 #10  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy*

11. What supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers?  
(p. 175)
- A.** Analytical CRM
  - B. Operational CRM
  - C. Personalization
  - D. All of the above

This is the definition of analytical CRM.

*Chapter - Chapter 06 #11  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy*

12. What made-to-order views can analytical CRM tools slice-and-dice customer information into?  
(p. 181)
- A. Customer value
  - B. Customer spending
  - C. Customer segmentation
  - D.** All of the above

Analytical CRM tools can slice-and-dice customer information to create made-to-order views of customer value, spending, product affinities, percentile profiles, and segmentations.

*Chapter - Chapter 06 #12  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium*

13. What can analytical CRM modeling tools discover?  
(p. 181)
- A. Identify opportunities for expanding customer relationships
  - B. Identify opportunities for cross-selling
  - C. Identify opportunities for up-selling
  - D. All of the above**

Analytical CRM modeling tools can identify opportunities for cross-selling, up-selling, and expanding customer relationships.

Chapter - Chapter 06 #13  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

14. What occurs when a Web site can know enough about a person's likes and dislikes that it can fashion offers that are more likely to appeal to that person?  
(p. 181)
- A. Operational CRM
  - B. Analytical CRM
  - C. Personalization**
  - D. All of the above

This is the definition of personalization.

Chapter - Chapter 06 #14  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy

15. Which of the following is the first CRM implementation strategy?  
(p. 183)
- A. Define information needs and flows
  - B. Build an integrated view of the customer
  - C. Clearly communicate the CRM strategy**
  - D. Implement in iterations

Clearly communicate the CRM strategy is the first CRM implementation strategy.

Chapter - Chapter 06 #15  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Hard

16. Which of the following is not a CRM industry best practice?  
(p. 183)
- A. Define information needs and flows
  - B. Build an integrated view of the customer
  - C. Scalability for organizational growth
  - D. Implement in the big bang approach**

Implementation must occur in iterations and the big bang approach should be avoided.

Chapter - Chapter 06 #16  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Hard

17. Which company, in the text, experienced difficulty with answering their phone?  
(p. 183)
- A. Alterna Savings
  - B. CCL Industries
  - C. Brother International Corporation**
  - D. 1-800-Flowers.com

Brother International had a great deal of difficulty with its call center.

Chapter - Chapter 06 #17  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Hard

18. Which company, in the text, rolled out a Web-based system called Summit to pull its client data into one central repository so that company can deliver much faster customer service and improve the customer experience?  
(p. 173)
- A. Alterna Savings**
  - B. CCL Industries
  - C. Brother International Corporation
  - D. 1-800-Flowers.com

Alterna Savings achieved much faster customer service from its use of the above.

Chapter - Chapter 06 #18  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Hard

19. An organization that uses the RFM formula tracks:  
(p. 174)
- A. Recency, frequency, and monetary value**
  - B. Recurrences, frequency, and multiples
  - C. Returns, final sales, and markdowns
  - D. None of the above

The New York Times finds similarities among groups of readers in cities outside the New York metropolitan area.

Chapter - Chapter 06 #19  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Medium

20. Which of the following is not one of the three phases in the evolution of CRM?  
(p. 174)
- A. Reporting
  - B. Analyzing
  - C. Processing**
  - D. Predicting

Processing is not one of the three phases in the evolution of CRM.

Chapter - Chapter 06 #20  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

21. What helps an organization identify its customers across applications?  
(p. 174)
- A.** CRM reporting technologies
  - B. CRM analyzing technologies
  - C. CRM processing technologies
  - D. CRM predicting technologies

Reporting helps an organization identify its customers across applications.

Chapter - Chapter 06 #21  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

22. What is an organization performing when it asks questions such as "why was customer revenue so high"?  
(p. 174)
- A. CRM reporting technologies
  - B.** CRM analyzing technologies
  - C. CRM processing technologies
  - D. CRM predicting technologies

Why was customer revenue so high is analyzing.

Chapter - Chapter 06 #22  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

23. What is an organization performing when it asks questions such as "which customers are at risk of leaving"?  
(p. 174)
- A. CRM reporting technologies
  - B. CRM analyzing technologies
  - C. CRM processing technologies
  - D.** CRM predicting technologies

Which customers are at risk of leaving is predicting.

Chapter - Chapter 06 #23  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

24. Which question below represents a CRM reporting technology example?  
(p. 175)
- A. Why did sales not meet forecasts?
  - B. What customers are at risk of leaving?
  - C.** What is the total revenue by customer?
  - D. All of the above

Total revenue by customer is a report.

Chapter - Chapter 06 #24  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Medium

25. Which question below represents a CRM analyzing technology question?

- (p. 175)
- A.** Why did sales not meet forecasts?
  - B. What customers are at risk of leaving?
  - C. What is the total revenue by customer?
  - D. All of the above

Why did sales not meet forecasts is analyzing.

Chapter - Chapter 06 #25  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Medium

26. Which question below represents a CRM predicting technology question?

- (p. 175)
- A. Why did sales not meet forecasts?
  - B.** What customers are at risk of leaving?
  - C. What is the total revenue by customer?
  - D. All of the above

What customers are at risk of leaving is predicting.

Chapter - Chapter 06 #26  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Medium

27. Which of the following operational CRM technologies does the sales department typically use?

- (p. 176)
- A. Campaign management, contact management, opportunity management
  - B. Sales management, contact management, contact center
  - C. Sales management, call scripting, opportunity management
  - D.** Sales management, contact management, opportunity management

Sales management, contact management, and opportunity management is generally used by sales departments.

Chapter - Chapter 06 #27  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

28. Which of the following operational CRM technologies does the marketing department typically use?

- (p. 176)
- A. Contact center, Web-based self-service, call scripting
  - B. Contact center, cross-selling and up-selling, Web-based self-service
  - C. List generator, opportunity management, cross-selling and up-selling
  - D.** List generator, campaign management, cross-selling and up-selling

List generator, campaign management, and cross-selling and up-selling is generally used by marketing departments.

Chapter - Chapter 06 #28  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

29. Which of the following operational CRM technologies does the customer service department typically use?  
(p. 176)
- A.** Contact centre, Web-based self-service, call scripting
  - B. Sales management, contact management, opportunity management
  - C. List generator, opportunity management, cross-selling and up-selling
  - D. List generator, campaign management, cross-selling and Up-selling

Contact center, Web-based self-service, and call scripting is generally used by customer service departments.

Chapter - Chapter 06 #29  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

30. What compiles customer information from a variety of sources and segments the information for different marketing campaigns?  
(p. 176)
- A. Campaign management system
  - B. Cross-selling
  - C. Up-selling
  - D.** List generator

This is the definition of list generator.

Chapter - Chapter 06 #30  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

31. What guides users through marketing campaigns performing such tasks as campaign definition, planning, scheduling, segmentation, and success analysis?  
(p. 177)
- A.** Campaign management system
  - B. Cross-selling
  - C. Up-selling
  - D. List generator

This is the definition of campaign management system.

Chapter - Chapter 06 #31  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

32. What is McDonald's performing when it asks its customers if they would like to super-size their meals?  
(p. 177)
- A. Campaign management
  - B. Cross-selling
  - C.** Up-selling
  - D. Down-selling

Up-selling is increasing the value of the sale.

Chapter - Chapter 06 #32  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

33. Which of the following represents sales force automation?  
(p. 177)
- A. Helping an organization identify its customers across applications
  - B. Selling additional products or services to a customer
  - C.** A system that automatically tracks all of the steps in the sales process
  - D. Selling larger products or services to a customer

This is the definition of sales force automation.

Chapter - Chapter 06 #33  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

34. What automates each phase of the sales process, helping individual sales representatives coordinate and organize all of their accounts?  
(p. 177)
- A.** Sales management systems
  - B. Contact management systems
  - C. Opportunity management systems
  - D. None of the above

This is the definition of sales management systems.

Chapter - Chapter 06 #34  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

35. What maintains customer contact information and identifies prospective customers for future sales?  
(p. 178)
- A. Sales management system
  - B.** Contact management system
  - C. Opportunity management system
  - D. Sales force automation system

This is the definition of contact management systems.

Chapter - Chapter 06 #35  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

36. What targets sales opportunities by finding new customers or companies for future sales?  
(p. 178)
- A. Sales management system
  - B. Contact management system
  - C.** Opportunity management system
  - D. Sales force automation system

This is the definition of opportunity management systems.

Chapter - Chapter 06 #36  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

37. Which of the following was one of the first CRM components built to address the issues that sales representatives were struggling with the overwhelming amount of customer account information they were required to maintain and track?  
(p. 177)
- A. Sales management system
  - B. Contact management system
  - C. Opportunity management system
  - D. Sales force automation system**

One of the first CRM components built to help address sales issues was the sales force automation system.

Chapter - Chapter 06 #37  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

38. What is the primary difference between contact management and opportunity management?  
(p. 178)
- A. Contact management deals with new customers, opportunity management deals with existing customers
  - B. Contact management deals with existing customers, opportunity management deals with existing customers
  - C. Contact management deals with new customers, opportunity management deals with new customers
  - D. Contact management deals with existing customers, opportunity management deals with new customers**

Contact management deals with existing customers, opportunity management deals with new customers.

Chapter - Chapter 06 #38  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Medium

39. Which of the following is where customer service representatives answer customer inquiries and respond to problems through a number of different customer touchpoints?  
(p. 180)
- A. Contact centre**
  - B. Web-based self-service
  - C. Call scripting
  - D. None of the above

This is the definition of contact centre.

Chapter - Chapter 06 #39  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Medium

40. What allows customers to use the Web to find answers to their questions or solutions to their problems?  
(p. 180-181)
- A. Contact center
  - B. Web-based self-service**
  - C. Call scripting
  - D. None of the above

This is the definition of Web-based self-service.

Chapter - Chapter 06 #40  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

41. What accesses organizational databases that track similar issues or questions and automatically generate the details to the CSR who can then relay them to the customer?  
(p. 181)
- A. Contact center
  - B. Web-based self-service
  - C. Call scripting**
  - D. None of the above

This is the definition of call scripting.

Chapter - Chapter 06 #41  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

42. What is automatic call distribution?  
(p. 180)
- A. Automatically dials outbound calls and when someone answers, the call is forwarded to an available agent
  - B. Directs customers to use touch-tone phones or keywords to navigate or provide information
  - C. A phone switch routes inbound calls to available agents**
  - D. None of the above

This is the definition of automatic call distribution.

Chapter - Chapter 06 #42  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

43. What is interactive voice response (IVR)?  
(p. 180)
- A. Automatically dials outbound calls and when someone answers, the call is forwarded to an available agent
  - B. Directs customers to use touch-tone phones or keywords to navigate or provide information**
  - C. A phone switch routes inbound calls to available agents
  - D. None of the above

This is the definition of interactive voice response.

Chapter - Chapter 06 #43  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

44. What is predictive dialing?  
(p. 180)
- A. Automatically dials outbound calls and when someone answers, the call is forwarded to an available agent**
  - B. Directs customers to use touch-tone phones or keywords to navigate or provide information
  - C. A phone switch routes inbound calls to available agents
  - D. None of the above

This is the definition of predictive dialing.

Chapter - Chapter 06 #44  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

45. Which of the following is not considered a feature in a contact center?  
(p. 180)
- A. Automatic call distribution
  - B. Interactive voice response
  - C. Predictive dialing
  - D. Automatic predictive dialing**

Automatic predictive dialing does not exist.

Chapter - Chapter 06 #45  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Medium

46. What focuses on keeping suppliers satisfied by evaluating and categorizing suppliers for different projects, which optimizes supplier selection?  
(p. 187)
- A. Supplier relationship management**
  - B. Partner relationship management
  - C. Employee relationship management
  - D. None of the above

This is the definition of supplier relationship management.

Chapter - Chapter 06 #46  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

47. What focuses on keeping vendors satisfied by managing alliance partner and reseller relationships that provide customers with the optimal sales channel?  
(p. 188)
- A. Supplier relationship management
  - B. Partner relationship management**
  - C. Employee relationship management
  - D. None of the above

This is the definition of partner relationship management.

Chapter - Chapter 06 #47  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

48. What provides employees with a subset of CRM applications available through a Web browser?  
(p. 189)
- A. Supplier relationship management
  - B. Partner relationship management
  - C. Employee relationship management**
  - D. None of the above

This is the definition of employee relationship management.

Chapter - Chapter 06 #48  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

49. Which industries will want to keep using CRM as a major strategic focus in the future?  
(p. 189) A. Industries whose products are unique  
**B.** Industries whose products are difficult to differentiate  
C. Industries whose products are exclusive  
D. Industries whose products are distinctive

Industries whose products are difficult to differentiation will want to continue to focus on building strong customers relationships in the future.

Chapter - Chapter 06 #49  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Hard

50. The intense competition in today's marketplace forces organizations to switch from sales-focused strategies to customer-focused strategies.  
(p. 171) **TRUE**

The intense competition in today's marketplace forces organizations to switch from sales-focused strategies to customer-focused strategies.

Chapter - Chapter 06 #50  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

51. One of the primary reasons a company loses customers is good customer service experiences.  
(p. 180) **FALSE**

One of the primary reasons a company loses customers is bad customer service experiences.

Chapter - Chapter 06 #51  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Medium

52. Good relationships cannot exist without the help or use of information systems  
(p. 187) **FALSE**

Good relationships can certainly exist without the help or use of information systems.

Chapter - Chapter 06 #52  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

53. Supplier relationship management is the same thing as an SRM system.  
(p. 187) **FALSE**

Supplier relationship management is not the same thing as an SRM system.

Chapter - Chapter 06 #53  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

54. CRM suites will also incorporate TPS, MRP and MER modules as enterprises seek to take advantage of these initiatives.

(p. 189)

**FALSE**

CRM suites will also incorporate SRM, PRM and ERM modules as enterprises seek to take advantage of these initiatives.

Chapter - Chapter 06 #54  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Medium

55. Alliance partners are competitor organizations who co-operate with one another since doing so allows them to compete more successfully with other competitors.

(p. 188)

**TRUE**

Alliance partners are competitor organizations who co-operate with one another since doing so allows them to compete more successfully with other competitors.

Chapter - Chapter 06 #55  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Medium

56. Retailers are agents who sell products or services on behalf of a company or organization, particularly in the automobile industry.

(p. 188)

**FALSE**

Dealers are agents who sell products or services on behalf of a company or organization, particularly in the automobile industry.

Chapter - Chapter 06 #56  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Medium

57. SRM systems also help an organization communicate with its suppliers by providing a seamless communication channel where data can be shared and accessed by both parties.

(p. 187)

**TRUE**

SRM systems also help an organization communicate with its suppliers by providing a seamless communication channel where data can be shared and accessed by both parties.

Chapter - Chapter 06 #57  
Gradable: automatic  
Learning Outcome: 6.4  
Level: Medium

58. CRM is a technology based on the premise that those organizations that understand the needs of individual customers are best positioned to achieve sustainable competitive advantage in the future.

(p. 173)

**FALSE**

CRM is a business philosophy, not a technology, based on the premise that those organizations that understand the needs of individual customers are best positioned to achieve sustainable competitive advantage in the future.

Chapter - Chapter 06 #58  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Hard

59. The business world is shifting from customer focus to product focus.  
(p. 173) **FALSE**

The business world is shifting from product focus to customer focus.

Chapter - Chapter 06 #59  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy

60. CRM systems can replace more traditional forms of CRM  
(p. 174) **FALSE**

The company views CRM systems as something that can add value and should be used to complement and strengthen more traditional forms of CRM and not replace them.

Chapter - Chapter 06 #60  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy

61. The primary difference between operational CRM and analytical CRM is the direct interaction  
(p. 175) between the organization and its suppliers.  
**FALSE**

The primary difference between operational CRM and analytical CRM is the direct interaction between the organization and its customers.

Chapter - Chapter 06 #61  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

62. Back-office operations deal directly with the customer.  
(p. 175) **FALSE**

Front-office operations deal directly with the customer.

Chapter - Chapter 06 #62  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

63. RFM stands for Regency, Frequency, and Monetary.  
(p. 174) **FALSE**

RFM stands for Regency (not regency), Frequency, and Monetary.

Chapter - Chapter 06 #63  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

64. The evolution of CRM is reporting, analyzing, and predicting.  
(p. 174) **TRUE**

The evolution of CRM is reporting, analyzing, and predicting.

Chapter - Chapter 06 #64  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

65. List generators fall under the category of the sales department's CRM tools.

(p. 176) **FALSE**

List generators fall under the category of the marketing department's CRM tools.

Chapter - Chapter 06 #65  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

66. Contact management falls under the category of the customer service department's CRM tools.

(p. 177) **FALSE**

Contact management falls under the category of the sales department's CRM tools.

Chapter - Chapter 06 #66  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

67. Call scripting falls under the category of the sales department's CRM tools.

(p. 181) **FALSE**

Call scripting falls under the category of the customer service department's CRM tools.

Chapter - Chapter 06 #67  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

68. The intense competition in today's marketplace forces organizations to switch from \_\_\_\_\_ strategies to customer-focused strategies.

(p. 171)

**sales-focused**

Chapter - Chapter 06 #68  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Medium

69. One of the primary reasons a company \_\_\_\_\_ customers is bad customer service experiences.

(p. 180)

**loses**

Chapter - Chapter 06 #69  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Medium

70. \_\_\_\_\_ systems also help an organization communicate with its suppliers by providing a seamless communication channel where data can be shared and accessed by both parties

(p. 188)

**SRM**

Chapter - Chapter 06 #70  
Gradable: automatic  
Learning Outcome: 6.4  
Level: Medium

71. \_\_\_\_\_ to deliver CRM applications will continue to be a major trend, as will the use of analytical tools and the availability of mobile CRM application offerings

(p. 187)

**Growth of Software as a Service (SaaS)**

Chapter - Chapter 06 #71  
Gradable: automatic  
Learning Outcome: 6.4  
Level: Medium

72. An important trend in measuring customer satisfaction and uptake with a product or service is to monitor \_\_\_\_\_ communities  
(p. 186) **external**
- Chapter - Chapter 06 #72  
Gradable: automatic  
Learning Outcome: 6.4  
Level: Medium*
73. A customer strategy starts with understanding who the company's \_\_\_\_\_ are and how they help the company meet strategic goals.  
(p. 173) **Customers**
- Chapter - Chapter 06 #73  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy*
74. \_\_\_\_\_ CRM supports traditional transactional processing for day-to-day front-office operations or systems that deal directly with the customers.  
(p. 175) **Operational**
- Chapter - Chapter 06 #74  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy*
75. \_\_\_\_\_ CRM supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers.  
(p. 175) **Analytical**
- Chapter - Chapter 06 #75  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy*
76. \_\_\_\_\_ occurs when a Web site can know enough about a person's likes and dislikes that it can fashion offers that are more likely to appeal to that person.  
(p. 181) **Personalization**
- Chapter - Chapter 06 #76  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy*
77. CRM \_\_\_\_\_ help organizations segment their customers into categories such as best and worst customers.  
(p. 174) **Analysis Systems**
- Chapter - Chapter 06 #77  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy*
78. Customer relationship management involves managing all aspects of a customer's relationship with an organization to increase customer \_\_\_\_\_ and retention and an organization's profitability.  
(p. 185) **Loyalty**
- Chapter - Chapter 06 #78  
Gradable: automatic  
Learning Outcome: 6.1  
Level: Easy*
79. An organization can find its most valuable customers by using a formula that industry insiders call Regency, \_\_\_\_\_, and Monetary Value.  
(p. 174) **Frequency**
- Chapter - Chapter 06 #79  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy*
80. The three phases of CRM include (1) reporting, (2) \_\_\_\_\_, and (3) predicting.  
(p. 174) **Analyzing**
- Chapter - Chapter 06 #80  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy*

81. CRM \_\_\_\_\_ systems help organizations identify their customers across applications.

(p. 174) **Reporting**

Chapter - Chapter 06 #81  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Easy

82. "Why did sales not meet forecasts?" is an example of \_\_\_\_\_ technologies in CRM.

(p. 175) **Analyzing**

Chapter - Chapter 06 #82  
Gradable: automatic  
Learning Outcome: 6.2  
Level: Medium

83. Sales management, contact management, and \_\_\_\_\_ management are the three primary operational CRM technologies used in the sales department.

(p. 176) **Opportunity**

Chapter - Chapter 06 #83  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

84. Contact center, Web-based self-scripting, and \_\_\_\_\_ scripting are the three primary operational CRM technologies used in the customer service department.

(p. 181) **Call**

Chapter - Chapter 06 #84  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

85. List generator, \_\_\_\_\_ management, and cross-selling/up-selling are the three primary operational CRM technologies used in the marketing department.

(p. 177) **Campaign**

Chapter - Chapter 06 #85  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

86. List \_\_\_\_\_ compile customer information from a variety of sources and segment the information for different marketing campaigns.

(p. 176) **Generators**

Chapter - Chapter 06 #86  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

87. \_\_\_\_\_ management systems guide users through marketing campaigns performing such tasks as campaign definition, planning, scheduling, segmentation, and success analysis.

(p. 177) **Campaign**

Chapter - Chapter 06 #87  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

88. Cross-selling is selling \_\_\_\_\_ products or services to a customer.

(p. 177) **Additional**

Chapter - Chapter 06 #88  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

89. McDonald's is \_\_\_\_\_ selling when it asks their customers if they would like an apple pie with their meal.

(p. 177) **Cross**

Chapter - Chapter 06 #89  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

90. McDonald's is \_\_\_\_\_ selling when it asks their customers if they would like to super-size their meals.

(p. 177)

**Up**

Chapter - Chapter 06 #90  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

91. \_\_\_\_\_ management systems automate each phase of the sales process, helping individual sales representatives coordinate and organization all of their accounts.

(p. 177)

**Sales**

Chapter - Chapter 06 #91  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

92. \_\_\_\_\_ management systems maintain customer contact information and identify prospective customers for future sales.

(p. 178)

**Contact**

Chapter - Chapter 06 #92  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

93. \_\_\_\_\_ management systems target sales opportunities by finding new customers or companies for future sales.

(p. 178)

**Opportunity**

Chapter - Chapter 06 #93  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

94. \_\_\_\_\_ dialing automatically dials outbound calls and when someone answers, the call is forwarded to an available agent.

(p. 180)

**Predictive**

Chapter - Chapter 06 #94  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

95. \_\_\_\_\_ scripting systems access organizational databases that track similar issues or questions and automatically generate the details to the CSR who can then relay them to the customer.

(p. 181)

**Call**

Chapter - Chapter 06 #95  
Gradable: automatic  
Learning Outcome: 6.3  
Level: Easy

96. \_\_\_\_\_ relationship management focuses on keeping suppliers satisfied by evaluating and categorizing suppliers for different projects, which optimizes supplier selection.

(p. 187)

**Supplier**

Chapter - Chapter 06 #96  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

97. \_\_\_\_\_ relationship management focuses on keeping vendors satisfied by managing alliance partner and reseller relationships that provide customers with the optimal sales channel.

(p. 188)

**Partner**

Chapter - Chapter 06 #97  
Gradable: automatic  
Learning Outcome: 6.5  
Level: Easy

98. Discuss future trends in CRM?

(p. 189)

In the future, CRM applications will continue to evolve and be used a wide variety of partners. However, the primary purpose and primary goal of CRM initiatives will be to provide a consistent view of customers across the enterprise and to deliver timely and accurate customer data to all departments across an organization.

As technology advances (e.g. wireless, Software As A Service), CRM will remain a major strategic focus for companies, particularly in industries whose product is difficult to differentiate. Some companies approach this problem by moving to a low-cost producer strategy. CRM will be an alternative way to pursue a differentiation strategy with a non-differentiable product.

CRM applications will continue to adapt wireless capabilities supporting mobile sales and mobile customers, and cloud computing will become increasingly popular. Sales professionals will be able to access e-mail, order details, corporate information, inventory status, and opportunity information all from a PDA in their car or on a plane. Real-time interaction with human CSRs over the Internet will continue to increase.

CRM suites will also incorporate SRM, PRM and ERM modules as enterprises seek to take advantage of these initiatives. Automating interactions with all types of partners will enhance the corporation's ability to deliver a quality experience to its customers.

*Chapter - Chapter 06 #98*

*Gradable: manual*

*Learning Outcome: 6.5*

*Level: Medium*

99. List and describe several benefits an organization can receive from CRM.

(p. 173)

(1) Provide better customer service. (2) Make call centers more efficient. (3) Cross sell products more effectively. (4) Help sales staff close deals faster. (5) Simplify marketing and sales processes. (6) Discover new customers. (7) Increase customer revenues.

*Chapter - Chapter 06 #99*

*Gradable: manual*

*Learning Outcome: 6.1*

*Level: Easy*

100. Compare operational CRM and analytical CRM.

(p. 175)

Operational CRM supports traditional transactional processing for day-to-day front-office operations or systems that deal directly with the customers. Analytical CRM supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers. The primary difference between operational CRM and analytical CRM is the direct interaction between the organization and its customers.

*Chapter - Chapter 06 #100*

*Gradable: manual*

*Learning Outcome: 6.3*

*Level: Easy*

101. Define the relationship between decision making and analytical CRM.

(p. 181)

Analytical CRM solutions are designed to dig deep into a company's historical customer information and expose patterns of behaviour on which a company can capitalize. Analytical CRM is primarily used to enhance and support decision making and works by identifying patterns in customer information collected from the various operational CRM systems.

*Chapter - Chapter 06 #101*

*Gradable: manual*

*Learning Outcome: 6.3*

*Level: Easy*

102. List and describe the industry best practices for implementing a successful CRM system.  
(p. 184)

(1) Clearly communicate the CRM strategy, (2) define information needs and flows, (3) build an integrated view of the customer, (4) implement in iterations, (5) scalability for organizational growth.

Chapter - Chapter 06 #102  
Gradable: manual  
Learning Outcome: 6.4  
Level: Easy

103. Describe three CRM technologies used by marketing departments.  
(p. 176)

Three marketing operational CRM technologies: List generators-compile customer information from a variety of sources and segment the information for different marketing campaigns. Campaign management systems-guide users through marketing campaigns. Cross-selling and up-selling. Cross-selling-selling additional products or services. Up-selling-increasing the value of the sale.

Chapter - Chapter 06 #103  
Gradable: manual  
Learning Outcome: 6.3  
Level: Easy

104. Describe three CRM technologies used by sales departments.  
(p. 176)

Three sales operational CRM technologies: Sales management systems-automate each phase of the sales process, helping individual sales representatives coordinate and organization all of their accounts. Contact management systems-maintains customer contact information and identifies prospective customers for future sales. Opportunity management systems-target sales opportunities by finding new customers or companies for future sales.

Chapter - Chapter 06 #104  
Gradable: manual  
Learning Outcome: 6.3  
Level: Easy

105. Describe three CRM technologies used by customer service departments.  
(p. 176-177)

Three customer service operational CRM technologies: Contact center (call center)-where CSRs answer customer inquiries and respond to problems through different touchpoints. Web-based self-service-allow customers to use the Web to find answers to their questions or solutions to their problems. Call scripting-access organizational databases that track similar issues or questions and automatically generate the details to the CSR who can then relay them to the customer.

Chapter - Chapter 06 #105  
Gradable: manual  
Learning Outcome: 6.3  
Level: Easy

106. Compare customer relationship management, supplier relationship management, partner relationship management, and employee relationship management.  
(p. 187-189)

Supplier relationship management (SRM)-focuses on keeping suppliers satisfied by evaluating and categorizing suppliers for different projects, which optimizes supplier selection. Partner relationship management (PRM)-focuses on keeping vendors satisfied by managing alliance partner and reseller relationship that provide customers with the optimal sales channel. Employee relationship management (ERM)-provides employees with a subset of CRM applications available through a Web browse.

Chapter - Chapter 06 #106  
Gradable: manual  
Learning Outcome: 6.5  
Level: Easy

107. Summarize the future of customer relationship management.  
(p. 188)

CRM future trends include: CRM applications will change from employee-only tools to tools used by suppliers, partners, and even customers. CRM will continue to be a major strategic focus for companies. CRM applications will continue to adapt wireless capabilities supporting mobile sales and mobile customers. CRM suites will incorporate PRM and SRM modules.

*Chapter - Chapter 06 #107*  
*Gradable: manual*  
*Learning Outcome: 6.5*  
*Level: Easy*

## 06 Summary

<u>Category</u>	<u># of Questions</u>
Chapter - Chapter 06	107
Gradable: automatic	97
Gradable: manual	10
Learning Outcome: 6.1	22
Learning Outcome: 6.2	20
Learning Outcome: 6.3	46
Learning Outcome: 6.4	5
Learning Outcome: 6.5	14
Level: Easy	71
Level: Hard	6
Level: Medium	30