

CCRS Practice Test Questions and Answers

1. What is sentiment analysis?

- A) Measure sales
- B) Analyze emotional tone
- C) Ignore feedback
- D) Estimate market trends

2. How can segmentation improve CRM?

- A) Ignore customer preferences
- B) Target specific groups
- C) Delay communication
- D) Offer the same service to all

3. Why is customer feedback important?

- A) Ignore feedback
- B) Improve services based on needs
- C) Delay responses
- D) Use feedback for promotions

4. What is the purpose of CRM software?

- A) Ignore data
- B) Centralize customer interactions
- C) Limit customer insights
- D) Only store contact details

Answers: 1-B 2-B 3-B 4-B

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