

Medallia Customer Experience Certification Practice Test Questions and Answers

1. What is a key benefit of customer experience management?

- A) Reduces customer engagement
- B) Increases retention and revenue growth
- C) Limits brand visibility
- D) Discourages feedback collection

2. Which factor improves response rates in customer surveys?

- A) Creating lengthy, complex surveys
- B) Keeping surveys short and offering incentives
- C) Avoiding follow-up communications
- D) Using only technical jargon

3. What is the primary purpose of customer feedback analysis?

- A) To ignore customer concerns
- B) To enhance customer satisfaction and improvement strategies
- C) To limit customer engagement
- D) To remove negative feedback

4. What is a key benefit of real-time customer feedback analysis?

- A) Delays customer complaint resolution
- B) Improves response times and satisfaction
- C) Reduces customer interaction
- D) Minimizes insights collection

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

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