

Medallia Customer Experience Practice Test Questions and Answers

1. What is the primary purpose of the Medallia platform?

- A) Financial accounting
- B) Customer experience management and feedback collection
- C) Inventory management
- D) Human resources management

2. What does NPS stand for in customer experience measurement?

- A) Net Profit Score
- B) Net Promoter Score
- C) New Product Sales
- D) Network Performance Score

3. In Medallia, what is text analytics primarily used for?

- A) Calculating numerical scores only
- B) Analyzing unstructured customer feedback for insights and sentiment
- C) Managing employee schedules
- D) Processing payment transactions

4. Which of the following is a key benefit of real-time customer feedback?

- A) Reduced survey costs only
- B) Immediate identification and resolution of customer issues
- C) Elimination of all customer complaints
- D) Automatic price adjustments

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

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