**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | The customer experience is important because it helps a company to gain new customers and retain existing ones. |
| 2. | \_\_\_T\_\_\_\_ | Effectively managing and controlling customer experience can prove to be the difference in a company’s short-term failure and long-term success. |
| 3. | \_\_\_F\_\_\_\_ | Consumer engagement is the same thing as customer experience. |
| 4. | **\_\_\_**T**\_\_\_\_** | Digital marketing is important because it helps boost engagement levels. |
| 5. | \_\_\_T\_\_\_\_ | Quality content on a brand’s website and social media feeds will keep consumers engaged. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_A\_\_\_1. \_\_\_\_\_\_\_\_\_\_\_\_ refers to all interactions between a business and its customers.

a. Customer experience b. Customer service

c. Digital engagement d. Offline engagement

\_\_\_\_B\_\_\_ 2. \_\_\_\_\_\_\_refers to the action taken by a business to encourage interaction between the business and consumers.

a. Customer service b. Consumer engagement

c. Customer experience d. All of the above

\_\_\_\_D\_\_\_ 3. Examples of customer experience could include one of the following:

a. Long hold times on the phone b. Difficulty navigating a company’s website

c. Offensive brand social media post d. All of the above

\_\_\_\_D\_\_\_ 4. Which of the following is not an example of an opportunity to engage consumers through digital marketing?

a. Customer places an order b. Customer identifies a need or want

c. Customer makes a purchase decision d. All are opportunities

\_\_\_D\_\_\_\_ 5. Customer experience can:

a. Lead to an increase in sales b. Provide greater access to consumer data

c. Influence price decisions d. All of the above

## SHORT ANSWER (2 questions)

1. Why is it important for brands to engage consumers?

* Increases brand awareness
* Allows a business to gain a better understanding of the customer
* Helps to build brand loyalty
* Creates opportunities to help a company distinguish its brand from the competition
* Provides a line of communication with customers to share key information about products and services. Can help a business to improve customer service.

2. Identify some of your experiences with interacting with businesses and the impact it had on your decision making.

Student answers will vary