**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | The customer experience is important because it helps a company to gain new customers and retain existing ones. |
| 2. | \_\_\_\_\_\_\_ | Effectively managing and controlling customer experience can prove to be the difference in a company’s short-term failure and long-term success. |
| 3. | \_\_\_\_\_\_\_ | Consumer engagement is the same thing as customer experience. |
| 4. | \_\_\_\_\_\_\_ | Digital marketing is important because it helps boost engagement levels. |
| 5. | \_\_\_\_\_\_\_ | 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.**

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

a. Customer experience b. Customer service

c. Digital engagement d. Offline engagement

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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?

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