**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_F\_\_\_\_ | CRM stands for Customer Relationship Marketing. |
| 2. | \_\_\_T\_\_\_\_ | CRM describes the process of managing interactions with customers, or prospective customers, throughout their entire relationship with a business or brand. |
| 3. | \_\_\_F\_\_\_\_ | In terms of growth, CRM software sales have slowed in the last two years. |
| 4. | \_\_\_F\_\_\_\_ | Most employees of an organization won’t ever have to be involved in the CRM process. |
| 5. | \_\_\_T\_\_\_\_ | Sales automation is a function of CRM. |

## MULTIPLE CHOICE (5 questions)

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

\_\_\_d\_\_\_\_1. Which of the following aspects of a business are not significantly impacted by CRM?

a. Customer retention b. Sales revenue

c. Customer satisfaction d. All of the above are significantly impacted by CRM

\_\_\_b\_\_\_\_ 2. Which of the following is not a stage of the CRM process?

a. Acquisition b. Inventory

c. Conversion d. Retention

\_\_\_d\_\_\_\_ 3. Which of the first stage in the CRM process?

a. Loyalty b. Conversion

c. Retention d. Awareness and reach

\_\_\_b\_\_\_\_ 4. What does CRM mean?

a. Customer Relationship Marketing b. Customer Relationship Management

c. Customer Retention Marketing d. Customer Retention Management

\_\_\_d\_\_\_\_ 5. Which is the example of someone in an organization that might be involved with the CRM process?

a. Sales staff b. Marketing professionals

c. Recruiters d. All of the above

## SHORT ANSWER (2 questions)

1. Identify two examples of CRM functions.

* Contact management: Store customer contact information
* Tracking behaviors: Monitor which emails have been opened and which links have been clicked
* Sales automation: Identify sales opportunities, and allow sales professionals to track the sales process
* Customer support: Track support tickets, and customer complaints
* Database and email marketing: Develop more effective, personalized marketing campaigns
* Analytics and reporting: Improve marketing, sales, and customer service efficiency

2. List the five stages of the CRM process.

1. Awareness and reach
2. Acquisition
3. Conversion
4. Retention
5. Loyalty