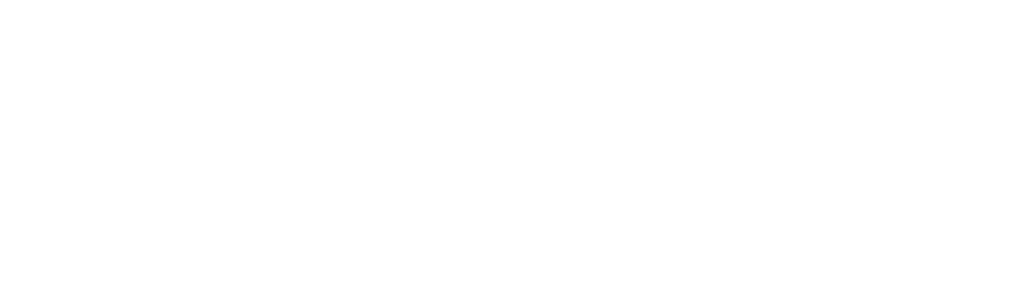


**QUESTION 1 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**

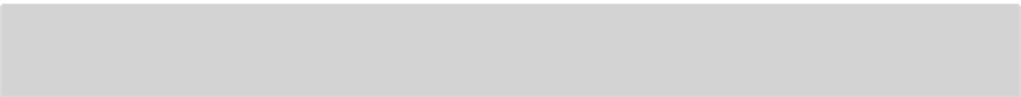


What are the benefits of CRM tools when trying to acquire profitable customers?

**Please select an answer:**

Cost savings   
*Valuable competitive advantages*   
Profit advantages

Valuable customer information



**QUESTION 2 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



What should should CRM strategies be based on? on?based on?

**Please select an answer:**

The number of customers

*Clearly defined goals*  
A clearly defined budget

Neuroscientific findings



**QUESTION 3 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



What is the distinguishing characteristic of a regular buyer?

**Please select an answer:**

A regular buyer always satisfies their need for a product by changing suppliers.

A regular buyer is distinguished by the fact that they regularly opt for selected luxury items.

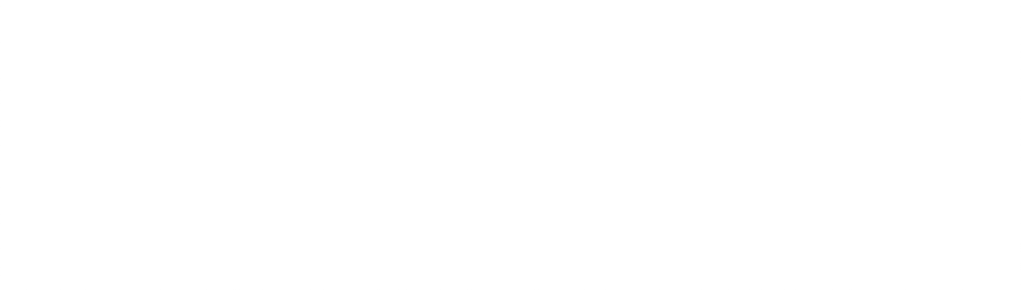
A regular buyer primarily bases their purchase on the price, not on the supplier.

*A regular buyer always satisfies their need for a specific product from the same supplier.*



**QUESTION 4 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



What is information about a customer’s purchases used for?

**Please select an answer:**

To analyze the customer journey   
To analyze purchasing impulses   
*To assess customer value*

To evaluate the product group intensity



**QUESTION 5 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



What term describes a buyer who, for example, always buys the same brand of jeans?

**Please select an answer:**

*Regular customer*   
Phlegmatic customer   
Habitual customer

Experimentation-averse customer



**QUESTION 6 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



A product that clearly differentiates itself from other products

by a particular feature is an example of what?

**Please select an answer:**

A unique product category   
A dedicated customer focus   
*A unique selling proposition*   
The supplier-buyer potential



**QUESTION 7 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



How can the relationship orientation in marketing be described?

**Please select an answer:**

As an efficient way of persuading the company management   
*As the logical next evolution in marketing*

As an unavoidable strategy for accommodating the buyer

As a trend of the 2000s



**QUESTION 8 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



Which intermediate steps make up the customer analysis phase of the five-phase CRM

process?

**Please select an answer:**

Customer advising, evaluation, and criticism   
*Customer segmentation, processes, and profitability*  
Collection – analysis – planning   
Customer approach, proximity, and targeting



**QUESTION 9 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 01**



Which of the following are the intermediate steps of the ‘Learning from customer relationships’ phase of the five-phase CRM process?

**Please select an answer:**

Focusing, offer design, and program development  
Customer contact, internal processes, and program structures   
Improvement, change, and extension   
*Success monitoring, learning transfer, and data mining*



**QUESTION 10 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 01**



What distinguishes successful brands from less successful ones?

**Please select an answer:**

*Successful brands have a high proportion of regular customers, whereas less successful brands mostly have occasional customers*.

Successful brands can afford more expensive CRM measures than less successful brands.

Successful brands can anticipate customer needs better than less successful brands.

Successful brands mostly have occasional customers, whereas less successful brands have a high proportion of regular customers.



**QUESTION 11 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 01**



A company that sells exclusive branded items offers a low-priced line in addition to its expensive product lines as a way of reaching younger groups of buyers in particular. What might be a reason for this decision?

**Please select an answer:**

Companies do this to skim off different market segments. There is no future-oriented thinking that informs this course of action.

The more product lines a company offers, the higher the probability of commercial success.

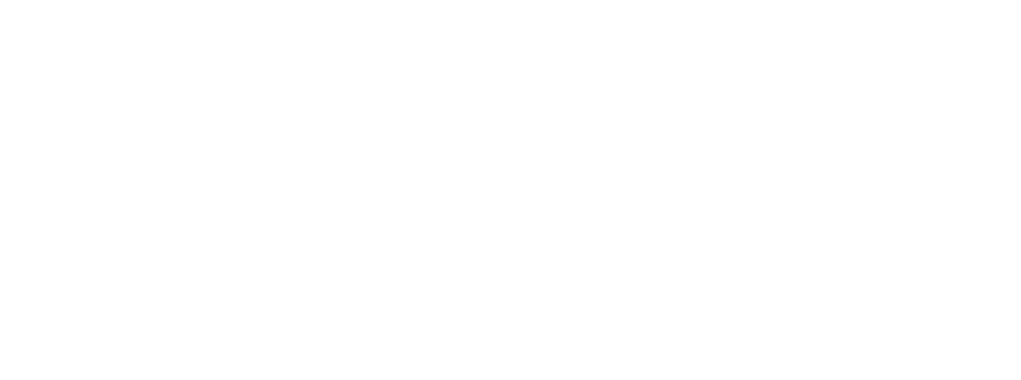
This is an example of a randomly chosen measure. There is no underlying strategy that informed the decision.

*The company is making an investment in customer loyalty, since it is looking to cultivate relationships with these customers, who may turn out to be more profitable in the future.*



**QUESTION 12 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 01**



Marketing has changed a great deal since the 1950s. When a business is faced with the question, “How do we differentiate ourselves from our competitors?” which feature will it focus on when choosing a development strategy?

**Please select an answer:**

Interactive orientation of communication  
High demand

*Development of unique selling propositions*

Market segmentation by needs



**QUESTION 13 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 01**



What actions should a company take so that employees sufficiently identify with the CRM strategies and measures adopted?

**Please select an answer:**

*It must formulate clear goals and integrate customer orientation into its corporate culture.*

Team events should be held and salary increases offered.

The basic management principles should convey the significance placed on customer value. Regular strategy training and customer education workshops are advisable.



**QUESTION 14 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 01**



Which famous German entrepreneur said the following:

“A company does not grow simply because it sets itself the goal of growing, but rather because it constantly evolves to address the needs of customers.”?

**Please select an answer:**

Publisher Hubert Burda

Automobile pioneer Carl Benz   
*DM Markt founder Götz Werner*  
SAP cofounder Hasso Plattner



**QUESTION 15 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



A customer divides their total budget for purchases into different areas.

What is the term for the share that a customer spends on muesli, for example, if it is always purchased from the same supplier?

**Please select an answer:**

Share of products   
*Share of wallet*   
Share of ideas   
Share of experience



**QUESTION 16 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



A company is very interested in its relations with the public, and it

interacts with groups of members of the public in various ways.

Which groups of people are addressed as part of CRM?

**Please select an answer:**

Consumer associations, key partners, and suppliers  
Banks, customers, and business partners

New customers, enthusiastic customers and frequent customers

*Prospective, current and lost customers*



**QUESTION 17 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



A company introduces an innovative product to the market.

What course of action should the company take when interacting with customers?

**Please select an answer:**

Create sales markets and address customers randomly.

Attract as many customers as possible, even if they only make a one-off purchase.

Approach a few customers, but ones who are solid.

*Gain as many customers as possible, but also start customer loyalty efforts immediately.*



**QUESTION 18 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



A company has adopted a long-term view and consistently aligns its marketing activities with the customer in order to acquire new customers, retain existing customers and recover lost customers while also pursuing a dialog-oriented marketing strategy. Does this approach belong to transactional or relationship marketing?

**Please select an answer:**

*Relationship marketing*   
Neither of them

A combination of both approaches

Transactional marketing



**QUESTION 19 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



A customer buys a product from a supplier for the first time. They like the product. The

next time they make a purchase, they see another product from the same supplier that they like. Due to their positive experience with the first product they bought, they now also decide in favor of this offer from the supplier.

What is the term for this effect?

**Please select an answer:**

The quality-conviction effect   
The cross-company effect

*The cross-buying effect*

The second-buying effect



**QUESTION 20 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



A company wants to know more about its customers and decides to

implement an IT solution for data collection. All accessible customer data is collected for this purpose.

What needs to be done so that this data can be used to achieve business goals?

**Please select an answer:**

A sufficient server infrastructure is necessary for storing the large amounts of data.

The data must be stored for 3 months before it can be further processed. Otherwise the company risks violating the GDPR.

*A strategy must be developed that shows which data is required and how it can be analyzed so that it can be used to derive suitable measures from the findings.*

After signing corresponding data protection agreements, customers must be informed about why the data needs to be collected.



**QUESTION 21 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 01**



Your company produces and sells high-quality and high-priced e-bikes though both

direct sales and specialist retailers.

What kind of emotional involvement will consumers have when making a purchase?

**Please select an answer:**

Change management   
No involvement

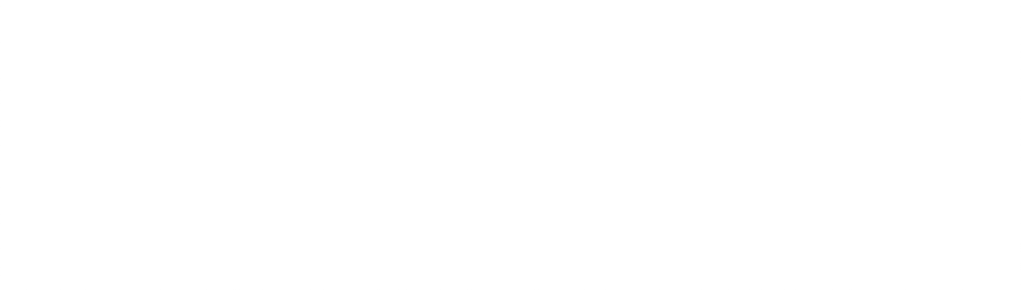
*High involvement*

Low involvement



**QUESTION 22 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



How can the theoretical foundations of CRM be characterized?

**Please select an answer:**

Homogenous   
*Interdisciplinary*  
Single-layered   
Unclear



**QUESTION 23 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What are the roots of neoclassical theoretical approaches?

**Please select an answer:**

Macroeconomic theories   
*Microeconomic theories*  
Business management theories   
Behavioral science theories



**QUESTION 24 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What is the focus of informational economics?

**Please select an answer:**

*The impact of informational uncertainty*   
The impact of informational density

The impact of informational reliability

The impact of informational security



**QUESTION 25 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What is the focus of the principal-agent approach?

**Please select an answer:**

Contracts between information suppliers   
*Informational asymmetries*  
Informational symmetries

Reliability of informational relationships



**QUESTION 26 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



Which paradigm shift increased the importance of maintaining economic customer relationships?

**Please select an answer:**

The shift from relational to transactional marketing  
*The shift from transactional to relationship-oriented marketing*   
The shift from a buyer’s to a seller’s market

The shift from content marketing to online marketing



**QUESTION 27 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What theoretical approaches can be used to answer questions related to

customer relationships?

**Please select an answer:**

Constructivist approaches   
Empirical approaches   
*Neobehavioral approaches*  
Qualitative approaches



**QUESTION 28 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What insight is risk theory based on?

**Please select an answer:**

The greater the customer’s willingness to take risks, the lower their purchasing power.

*Customers wish to minimize their purchasing risk.*

The riskier a purchase, the more interesting it becomes.

Customers wish to increase their risk at the time of purchase.



**QUESTION 29 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What factor plays a key role in the development of relationships between customers and companies?

**Please select an answer:**

Maximizing the length of the negotiation phase before signing the contract   
Involving mediators in the buying process

*Creating added value on both sides*

Binding contracts that specify the duration of the relationship



**QUESTION 30 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



Which customer loyalty tool is the most useful for maintaining customer relationships?

**Please select an answer:**

*Communication*   
Contests   
Customer clubs   
Sales events



**QUESTION 31 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What is the challenge for communication efforts undertaken as part of CRM?

**Please select an answer:**

Communication should not be too expensive. Communication should only be planned on a quarterly basis.

*The information needs of the target group must be satisfied*.

Communication must achieve rapid results.



**QUESTION 32 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 02**



What is an essential goal of relationship marketing?

**Please select an answer:**

Increasing value-adding communication   
Fostering employee loyalty

*Nurturing profitable customer relationships*

Generating revenue



**QUESTION 33 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



What is the focus of the resource-based-view approach? focus on?

**Please select an answer:**

This approach focuses on basic research into redistribution.

This approach focuses on resource-reducing issues.

This approach pursues corporate policy strategic approaches.

*This approach focuses on existing resources or those yet to be produced.*



**QUESTION 34 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



What distinguishes organization-theory approaches from

behavioral-scientific approaches?

**Please select an answer:**

Under organization-theory approaches, the customer, not the company, is paramount.

Approaches from organization theory are cheaper than approaches from behavioral science.

*Under approaches from organization theory*, *the company, not the customer, is paramount.*

There are no differences, as both approaches focus on management issues.



**QUESTION 35 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



What is the name of the effect that assumes that frequent contact with a target group, e.g., with a product or a company, changes the customer’s perception?

**Please select an answer:**

The attention-mobilization effect  
*The mere exposure effect*

The hyper-sensitivity effect

The on-contact-based effect



**QUESTION 36 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



At what levels do relationships between customers and companies exist?

**Please select an answer:**

*The factual and emotional levels*

The single-dimensional and multi-dimensional levels   
The functional and rational levels

The buying- and selling-oriented levels



**QUESTION 37 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



Which of the following statements is correct?

**Please select an answer:**

Asymmetrical two-way communication is computer-supported, dialog-based communication.

*Symmetrical two-way communication* *not only allows for feedback, it also actively accepts it.*

Symmetrical two-way communication is computer-supported, dialog-based communication.

Asymmetrical two-way communication not only allows for feedback, it also actively accepts it.



**QUESTION 38 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



Communication has long been understood as ‘push’ communication. What is meant by this term?

**Please select an answer:**

Communication refers to a message that is repeatedly pushed to the consumer.

Messages and information are passed on involuntarily by consumers.

*Unsolicited messages and information are presented to consumers*.

Messages and information are called up by the consumer at the touch of a button (push).



**QUESTION 39 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 02**



What is the core component of Manfred Bruhn’s multi-level communication model in relationship marketing?

**Please select an answer:**

Company-controlled communication media

Communication partners and customers

User-controlled communication media

*User- and company-generated content*



**QUESTION 40 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 02**



A company is attempting to implement customer orientation across departmental

boundaries and is changing the previous structures. What recognized problem frequently occurs during this process?

**Please select an answer:**

*Conflicts of interest between departments*   
Unfair workload   
Budget reallocations

Discrepancies regarding customer selection



**QUESTION 41 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 02**



Which theoretical approach views the customer as an important resource

and the relationship between supplier and customer as symbiotic?

**Please select an answer:**

Resource-transfer theory   
Resource-recovery theory   
Resource-scarcity theory  
*Resource-dependence theory*



**QUESTION 42 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 02**



When a company is trying to understand the motivation of its customers, which approach may be considered relevant?

**Please select an answer:**

*Interaction and network approaches*  
Magnetic field resonance studies   
Stimulus-response theories

Resource-dependence and resource-based view theories



**QUESTION 43 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 02**



Company A repeatedly tries to establish dialog through frequent interaction with its customers and actively approaches them. Company B relies on individual customer transactions.

Which approach can be considered to be more effective for the purpose of building customer relationships, and why?

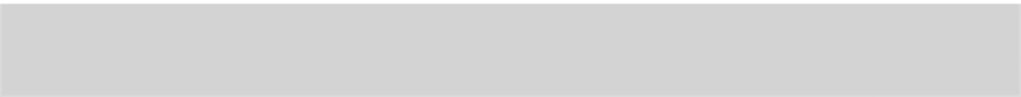
**Please select an answer:**

Both companies will be equally successful in building long-term relationships, since it has not yet been clarified which factors are more effective in building customer relationships.

Company B’s approach will be more effective because the purchase and the product itself are the only basis for customer relationships.

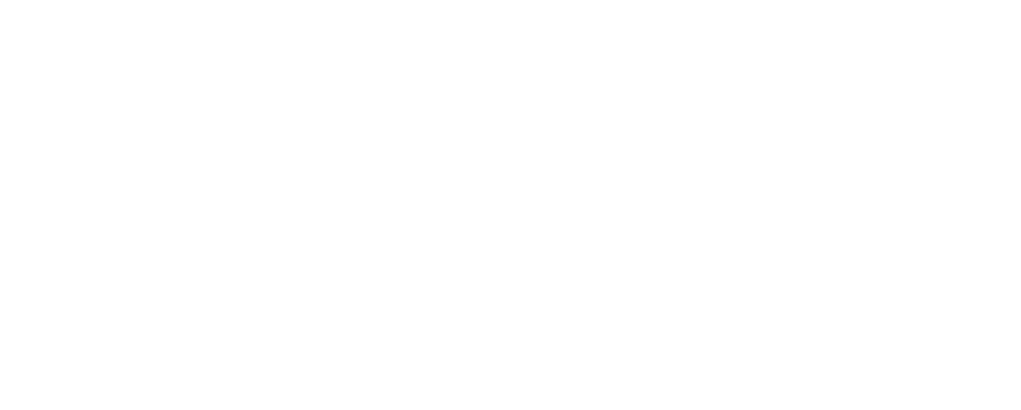
Neither of the two companies will be successful, since generally speaking there are no effective actions that can be taken to influence customer relationships.

*Company A’s approach is more effective because it relies on multiple customer interactions and relationship building is a long-term process.*



**QUESTION 44 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 02**



Communication has the important task of not only initiating, but also implementing

the supplier-customer relationship and moderating the dialog. Which part of the task does the end-means relationship fulfill?

**Please select an answer:**

The need to manipulate customers justifies the use of persuasive communication tools.

The customer dialog is used to record customer data that has not yet been reported.

*The customer dialog provides information that can be used to customize offerings to suit customer needs exactly.*

The purpose of the information gathering can be pursued using a dialog-oriented mechanism that complies with data protection law.



**QUESTION 45 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 02**



User-generated content is becoming increasingly important in the context

of relationship-oriented communication.

How can this form of communication be classified in terms of relationship-oriented communication between sender and receiver?

**Please select an answer:**

Outside-in perspective   
*Outside-out perspective*   
Inside-out perspective   
Inside-In perspective



**QUESTION 46 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



Which consumer group is designated by the acronym DINKs?

**Please select an answer:**

Drift-into-normal knobs   
*Double income, no kids*   
Dudes interested, not keen   
Double invoice, no kitchen



**QUESTION 47 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



Which life phase are ‘empty-nest’ families in?

**Please select an answer:**

In the orientation phase   
In the Silver Generation

*In the second half of life*

In the rush hour of life



**QUESTION 48 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



Which groups of people do **not** belong to the Silver Generation?

**Please select an answer:**

Women who have invested heavily in their education  
Active career-oriented academics

Young families who have received an early inheritance

*Active and well-off retired people*



**QUESTION 49 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



Why is it possible to draw conclusions about a customer’s needs from their life phases?

**Please select an answer:**

By assigning a phase, we can develop a clear customer profile.

*The life circumstances captured by the phases provides a customer orientation point..*

The clear boundaries between phases allow conclusions to be drawn.

There is a catalog of needs depending on the phase.



**QUESTION 50 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



The customer relationship cycle was developed by analogy with which model?

**Please select an answer:**

By analogy with the customer age cycle

*Based on the product life cycle*   
Based on the purchase phase cycle

By analogy with supply-chain management



**QUESTION 51 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



What goal are companies pursuing when the CRM activities

across various phases are geared towards the needs of consumers?

**Please select an answer option:**

*Securing long-term customer loyalty*  
Customer awareness should be increased and the image promoted. Optimization of cost-savings measures   
Reduction of advertising measures



**QUESTION 52 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



In what phase of the customer-company relationship is the

business relationship re-initiated?

**Please select an answer:**

During the maturity phase

During the contact initiation phase   
*During the revitalization phase*

During the approach phase



**QUESTION 53 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



What is a company measuring when it gathers information regarding whether a customer would recommend the company’s services?

**Please select an answer:**

The product-media potential   
The opinion-maker potential  
*The reference potential*

The gossip potential



**QUESTION 54 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



Which of the following is an important recognized influencing factor that contributes to the development of customer loyalty?

**Please select an answer:**

*The customer’s expectations*  
The customer’s freedom of choice  
The customer’s acceptance of advertising

The customer’s purchasing power



**QUESTION 55 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 03**



Which customer groups are less susceptible to customer loyalty measures?

**Please select an answer:**

Regular customers  
Repeat customers   
High-volume customers   
*One-off customers*



**QUESTION 56 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



Which characteristics can be attributed to consumers in the orientation phase of the customer life cycle?

**Please select an answer:**

Married with children and looking for suitable childcare services

Around 40, wealthy, divorced, and looking for a new relationship  
*Mostly young, still in school, and with not much disposable income*

Over 50, high income, and looking for new adventures



**QUESTION 57 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



A company tries to use the customer life phases as a guide

to learn more about consumer behavior so that, for example, it can offer additional products that might interest the customer. What term is used to describe this potential?

**Please select an answer:**

Product-denying potential   
*Cross-selling potential*  
More-buying potential   
Cross-shopping potential



**QUESTION 58 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



What does the customer life phase cycle refer to?

**Please select an answer:**

The customer life phase cycle refers to the length of the supplier-customer-relationship.

*The customer life phase cycle refers to the life stages of consumers.*

The customer life phase cycle refers to how long a customer keeps a product.

The customer life phase cycle refers to the wear and tear of products over time.



**QUESTION 59 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



During which phase of the customer relationship cycle is the customer the most attractive to the company?

**Please select an answer:**

*During the maturity phase*

During the socialization phase   
During the abstinence phase

During the growth phase



**QUESTION 60 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



During which phase of the customer relationship cycle does the customer become much less attractive to the company?

**Please select an answer:**

During the maturity phase

*During the termination phase*   
During the danger phase

During the revitalization phase



**QUESTION 61 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



A businessperson is in Memphis for the first time and is looking for a hotel

near their business partner. When looking through the available options, they discover a boutique hotel and are delighted. For their next meeting in Memphis, they check into the same hotel and spend time shopping in the hotel giftshop.

What potential has been activated here from the customer’s point of view?

**Please select an answer:**

*Cross-buying potential*

Cross-business-shopping potential   
The repeat stay potential   
The impulse shopping potential



**QUESTION 62 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 03**



The concept of customer loyalty seeks to explain what leads a customer to develop loyalty to a company.

What is the basis for describing customer loyalty?

**Please select an answer:**

The event that prompted the purchase and the post-purchase process   
*Buying behavior and attitudes*  
The purchase process and quantity  
Buying interests and income



**QUESTION 63 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**



An online bookstore has been supplying a customer for some time

with children’s books for reading aloud, yet it knows little about the customer. Can the product be used to clearly identify the consumer?

**Please select an answer:**

It may be possible to draw a conclusion, because in the age of e-books only older consumers buy physical books, so younger consumers can be ruled out.

Yes, because only certain consumers are interested in making frequent purchases of certain products such as, in this case, the father of a family.

*No, because the customer could be, for example, not only the father of a family, but also the grandfather or the uncle, and they can all be in very different phases of life.*

The product leaves no doubt that the customer needs a large number of books to use professionally, e.g. in their capacity as an educator or tutor.



**QUESTION 64 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**



An insurance agent has been looking after a customer’s needs for years and

keeps close track of how their personal needs constantly change. Now the customer is getting married, and their first child will soon be born.

To what extent does this information help with customer loyalty measures?

**Please select an answer:**

At the next opportunity, the insurance agent can ask about their spouse and child, and thereby show empathy.

It’s good to show interest in the lives of your customers, but no insights can be derived from this for the purposes of customer loyalty.

*The insurance agent can adapt their offers to target the customer’s new life circumstances,*

*such as, for example, by offering accident insurance for the child.*

By offering a wedding present, the insurance agent can make themselves popular with the couple, which will lead to more business in the future.



**QUESTION 65 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**



A customer contacts a company by phone because they are dissatisfied with a particular service. In this case, the company is able to help the customer, but the customer is clearly stating that they are beginning to have doubts about the company’s services.

Which phase in the customer relationship cycle does this customer belong to, and what role should CRM play in this context?

**Please select an answer:**

*This is a customer who is likely to defect, and they should be handled using feedback management.*

This customer is in the socialization phase, and their concerns can be addressed using revitalization management.

This is a customer in the maturity phase, and they must be actively managed using satisfaction management.

The customer should be addressed like a new customer by prospect management.



**QUESTION 66 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**



A customer contacts the customer service department of their phone provider because they believe that have been billed for a service that was not contractually agreed. They express their displeasure and indicate that they would like to get out of the contract as soon as possible and that their cancellation notice to the company is already in the mail.

What should the tasks and ultimate goal of CRM be here?

**Please select an answer:**

Termination prevention management can try to intercept the cancellation notice in the inbox and invalidate it.

Prospect management must clarify the reasons for the cancellation with the aim of building up a corresponding database.

Recovery management should forward the case to complaints management so that something like this doesn’t happen again in the future.

*Recovery management should initiate measures aimed at reversing the cancellation.*



**QUESTION 67 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**



A company would like to find out more about which customer groups can be assessed

as profitable over the long term.

Which approach will provide the best insights?

**Please select an answer:**

*A multi-dimensional approach that captures the customer’s financial background as well as their attitudinal perspective*

A one-dimensional approach that tries to capture preferences and future purchasing intentions, even if the customer’s previous purchasing volume was low

A one-dimensional approach that evaluates the customer based purely on their purchasing volume, even if it was only a one-off purchase

A comprehensive approach that uses surveys to gain insights into all of a family’s purchases so that they can be categorized as a whole



**QUESTION 68 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**



A supplier of sporting goods would like to analyze its customer relationships

in greater depth in order to understand what conditions engender customer loyalty. Which approach is appropriate?

**Please select an answer:**

Customer retention can be viewed as an automatic process, since sporting goods manufacturers statistically have a greater bond with their customers than technology providers.

Customer loyalty should be regarded as a basic requirement and a variable that can be easily monitored using customer data, and it can then be used to identify monetary incentives for customer retention.

*It is necessary to understand the processes that lead to customer loyalty and identify ways of approaching the customer, that can be used to influence the customer relationship in order to increase their loyalty as much as possible.*

No effective approach is possible, since customers are in no way understandable and customer loyalty measures seem essentially random.



**QUESTION 69 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 03**

# The manager of a mid-range business hotel wants to increase its number of regular customers. They are aware that the customer plays a decisive role in creating customer loyalty, but they would like to initiate customer loyalty measures.



Which approach could be successful?

## Please select an answer:

*The hotel impresses its customers with a high and consistent quality of service and an optimized* *customer orientation, thereby helping to manage customer relationships and acquire regular customers.*

The hotel goes on the offensive and offers its rooms at an unbeatable low price. The low prices allow the hotel to save on staff expenses, but the service suffers. The room rates are cheap, but the number of complaints from guests is increasing, and the overall trend is unsatisfactory.

The hotel can only rely on luck because customer loyalty comes from the customer alone and the company can do nothing to increase it. There is therefore no way to persuade a guest to stay multiple nights.

The hotel surveys the satisfaction level of its current regular customers and tries to find out why they keep coming back. If the result satisfies the hotel’s expectations and the required measures are not expensive, they will be initiated.



**QUESTION 70 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



What does the confirmation-disconfirmation paradigm describe?

**Please select an answer:**

*The emergence of customer satisfaction*

The emergence of disparities in purchasing behavior  
The emergence of customer loyalty

The emergence of supplier-customer transparency



**QUESTION 71 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



The C/D paradigm compares the target with the actual service received. Under this paradigm, what is the comparison standard (target service)?

**Please select an answer:**

*The customer’s expectations*   
A fictional service

The supplier’s expectations

The actual service



**QUESTION 72 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



What is the basic assumption of risk theory?

**Please select an answer:**

Customers avoid risky transactions.

Customers want to maximize the probable risk.

Customers tend to be willing to take risks.

*Customers wish to minimize the probable risk.*



**QUESTION 73 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



The CSI value is calculated using multidimensional methods to determine

customer satisfaction.

What does this value represent?

**Please select an answer:**

General customer dissatisfaction   
*General customer satisfaction*  
Purchasing power attribution for internal customers   
Cost-time-interaction for customers



**QUESTION 74 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



The CSI value is calculated using multidimensional methods to determine

customer satisfaction.

What does a high CSI value mean?

**Please select an answer:**

The higher the value, the more unprofitable the customer

*The higher the value, the higher the customer satisfaction*  
The higher the value, the lower the customer satisfaction

The higher the value, the more unprofitable the CRM measures.



**QUESTION 75 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



Into what groups can the large number of methods for measuring customer satisfaction be roughly classified?

**Please select an answer:**

Efficient and effective procedures   
Effective and ineffective methods   
*Objective and subjective methods*   
Simple and complex methods



**QUESTION 76 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



Customer commitment is influenced by several aspects, one of which is

convenience.

What is this type of influence called?

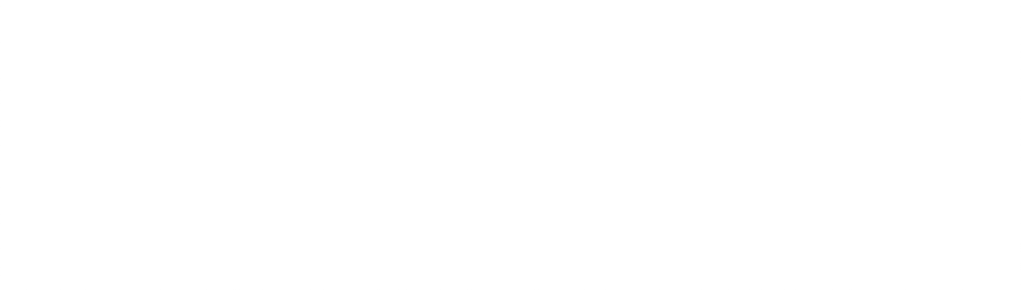
**Please select an answer:**

Unmotivated influence   
Negative influence   
Rational influence   
*Habitual influence*



**QUESTION 77 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



What is the term for the area where a customer is neither satisfied nor dissatisfied?

**Please select an answer:**

Differential zone   
Indecisive zone

*Zone of indifference*

Zone of no opinion



**QUESTION 78 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



What is the name of the approach that suggests customers should be involved in the activities of the business as part of promoting customer satisfaction?

**Please select an answer:**

*Customer integration*  
Customer incentive system   
Customer involvement   
Customer dialog



**QUESTION 79 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



At what point should well-organized complaint management begin?

**Please select an answer:**

Only when a customer complains do you have to start thinking about what to do.

Complaint management is not necessary in the age of social media. You can leave the Internet to handle the complaints on its own.

*It should begin when contact is first established with the customer.*

Only when the customer has calmed down a bit should the company attempt complaint management.



**QUESTION 80 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 04**



In addition to complaint management, which important area should be promoted

as part of the company’s customer-orientation?

**Please select an answer:**

*Employee customer orientation*  
Customer orientation of the R&D department  
Customer orientation of internal monitoring   
Customer orientation of the supplier



**QUESTION 81 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



Customer satisfaction can be understood as a process of comparing customer expectations against the perceived service level.

What does it mean when customer satisfaction is measured at the confirmation level?

**Please select an answer:**

The customer has not yet been able to make a buying decision because their expectations were not yet concrete.

The customer is dissatisfied, and their expectations have not been met.

*The customer is satisfied, and the service has met their expectations.*

The customer is very satisfied, and their expectations have been exceeded.



**QUESTION 82 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



There are different approaches to measuring customer satisfaction.

One approach is known as the spot approach. Why is that?

**Please select an answer:**

*The customer’s satisfaction is determined on the basis of one specific event.*

The customer’s attention is focused on the company.

The focus is on a very specific customer group that is in the spotlight.

A particularly large number of influencing factors are highlighted.



**QUESTION 83 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



There are different methods of measuring customer satisfaction.

What is meant by objective procedures?

**Please select an answer:**

Objective methods concern perceived satisfaction.

*Objective procedures concern monetary values.*

Objective procedures concern reliable knowledge.

Objective procedures concern observable influences.



**QUESTION 84 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



Customer satisfaction affects customer loyalty.

What is the connection?

**Please select an answer:**

There is a proven linear relationship.

*It is disputed whether the connection is linear or non-linear.*

There is a proven non-linear relationship.

There is no evidence that there is a connection.



**QUESTION 85 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**



A particular customer seems to be exhibiting decreasing price sensitivity.

In terms of the connection between customer loyalty and customer satisfaction, where would you locate the customer?

**Please select an answer:**

Below the zone of indifference   
In the zone of indifference

*Above the zone of indifference*

In none of these areas



**QUESTION 86 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



Employees play an important role in building customer satisfaction.

Which two dimensions of customer orientation should be considered here?

**Please select an answer:**

The training measures and the bonus systems

Employee-oriented attitude and employee-oriented behavior   
*Customer-oriented attitude and customer-oriented behavior*

The sustainable perspective and the resource-exhausting perspective



**QUESTION 87 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



Customers expect the company to listen to their needs and to meet them to their satisfaction, They do **not** want to be viewed as cash cows who are milked for all they are worth. How can this expectation be described?

**Please select an answer:**

Trust-distrust spiral   
Expectation of earnestness

Anti-spiral theory

*Expectation of non-exploitation*



**QUESTION 88 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**

# Which of the following examples demonstrates positive disconfirmation?



## Please select an answer:

A customer buys a new skin cream that is supposed to lead to smoother skin in a short amount of time. After the first application, their skin feels dry. The customer, who initially has a positive attitude, is disappointed.

A customer buys a new skin cream that is supposed to lead to smoother skin in a short amount of time. The customer is not all that enthusiastic about the product and does not expect the cream to work miracles. The cream is pleasant enough to use, but they do not notice any smoothing effect after use and did not expect one anyway.

A customer buys a new skin cream that is supposed to lead to smoother skin in a short amount of time. The customer is looking forward to receiving the product and is excited about achieving the result. The cream smells unpleasant, is difficult to apply, and feels like glue on the skin. They would not recommend the product to a friend.

*A customer buys a new skin cream that is supposed to lead to smoother skin in a short amount of time. They are skeptical, but surprised by the effect after using it. Their expectations have been exceeded.*



**QUESTION 89 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**



In addition to evaluating customer satisfaction, companies are also interested in the influence it has on consumer behavior. One approach to explaining subsequent behavior assumes that behaviors are learned by the customer on the basis of rewarding (satisfying) or punishing (dissatisfying) previous behavior.

Which approach is this?

**Please select an answer:**

Risk theory  
Social learning theory

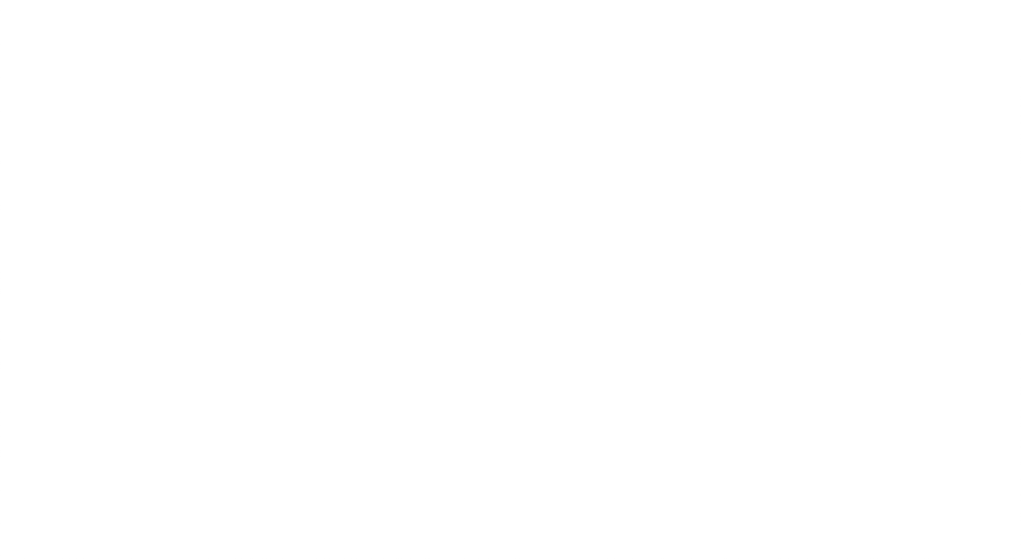
*Instrumental learning theory*

Equity theory



**QUESTION 90 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**



The multi-attribute (multi-dimensional) measurement with direct satisfaction assessment is a highly validated and widespread form of measuring customer satisfaction. The procedure calculates the overall satisfaction of customers and can serve as an important point of orientation. But this approach also has its weaknesses since its relevance to customer satisfaction varies.

On this basis, what should be considered when selecting suitable measurement methods?

**Please select an answer:**

The measurement methods should be selected in such a way that the results comply with the wishes of the client and fully meet them.

Ideally, only one event-related method should be chosen, since this provides an accurate picture of individual measures.

*Methods for surveying customer satisfaction should not only be based on the CSI, but should also take account of as many different influencing factors as possible.*

The selection procedure should be informed by the preferences of employees since they must evaluate and document the surveys.



**QUESTION 91 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**



A customer is found to have declining cross-selling potential.

In terms of the connection between customer loyalty and customer satisfaction, where would you locate the customer?

**Please select an answer:**

Above the zone of indifference   
In the zone of indifference

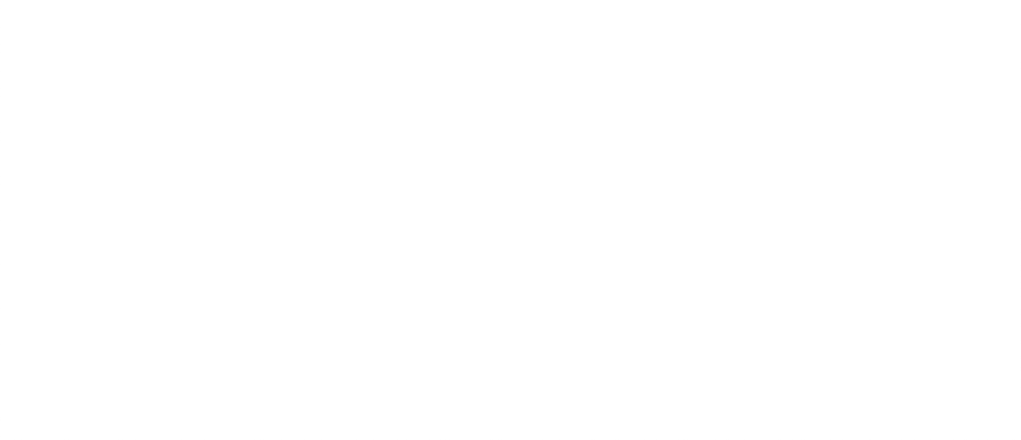
*Below the zone of indifference*

In none of these areas



**QUESTION 92 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**



What is the basis, in terms of customer loyalty, for taking an intensive approach to already loyal customers?

**Please select an answer:**

When someone is already loyal, they can be manipulated more easily, and their loyalty will go beyond the superficial to become intrinsically motivated.

Intensification is an automatic consequence caused by the automation of marketing communications and is designed to increase contact frequency.

The longer the relationship, the more pleasant the communication. Companies therefore try to promote these positive interactions.

*The company should make a commitment to the customer that is not only based on rational influencing factors, but also on an emotional bond.*



**QUESTION 93 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 04**



What are the positive aspects of a complaint?

**Please select an answer:**

A complaint and the resulting work legitimizes the introduction of CRM tools.

There are no positive aspects of complaints. There are only positively processed complaints.

The complaint clearly shows which customers no longer need to be invested in in the future.

*A complaint provides important information that can help to improve service and*

*product quality.*



**QUESTION 94 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 04**

# The transition to digital technologies has inﬂuenced marketing in various ways. Current information and communication technologies have allowed for greater transparency, especially with regard to the opportunities for generating knowledge about the market or customers. At the same time, however, it can be observed that consumers exhibit decreasing trust in information conveyed by the media.



What consequences could this development have for building customer loyalty and trust?

## Please select an answer:

*In the future, customers might rely more on their own experiences than on the information conveyed by the media when deciding who to trust.*

In the future, companies will deviate from models such as customer satisfaction, because they do not seem to be successful.

In the future, the trust-building components that help establish customer loyalty will mostly be based on the opinions of others.

The importance of the development is overestimated, and in the future it will be possible to build trust even more through digital media.



**QUESTION 95 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



There are various recognized causes of customer loyalty.

What is the term for the routine-based causes of loyalty?

**Please select an answer:**

Voluntary   
Situational   
*Habitual*  
Ritual



**QUESTION 96 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



There are various recognized causes of customer loyalty.

What is the term for the causes of loyalty that arise from ‘within’ the customer?

**Please select an answer:**

Intense causes  
Individual causes  
*Endogenous causes*  
Inside-out causes



**QUESTION 97 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



Why do companies often introduce customer loyalty management?

**Please select an answer:**

Companies that do not have customer loyalty management cannot go public on the stock market. Because customer loyalty management programs are state-funded.

*They introduce customer loyalty management in order to actively shape customer loyalty, rather than leaving it to chance.*

Customer loyalty management programs are state of the art and should therefore be introduced.



**QUESTION 98 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



Which moderating factors affect the chain of effects of customer loyalty?

**Please select an answer:**

*Company-external and company-internal factors*   
Regulating and deregulating factors   
Sensitization and stabilization factors

Cost and service factors



**QUESTION 99 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



Which of the following statements is correct?

**Please select an answer:**

Customer loyalty cannot be represented as a chain of effects.

*The formation of customer loyalty is a complex process.*

The development of customer loyalty is always dependent on just one influencing factor.

The development of customer loyalty cannot be influenced.



**QUESTION 100 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



Which of the following statements is correct?

**Please select an answer:**

The customer journey is a construct borrowed from psychology, and it seeks to clarify whether purchasing and travel behavior are linked.

*The customer journey describes the customer’s path from the first contact with the company/product to the purchase.*

The customer journey describes the customer’s path from their place of residence to their place of purchase.

The customer journey is an invention of the marketing industry and has not yet been verified.



**QUESTION 101 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



How can the success of acquisition measures be increased?

**Please select an answer:**

Through offers of compensation   
Through targeted follow-up sales

*Through promoting interaction and dialog*

Through mass-media persuasion



**QUESTION 102 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



During which customer loyalty phase is the focus on customer dialog?

**Please select an answer:**

In none of these phases

During customer recovery   
During customer retention

*During customer acquisition*



**QUESTION 103 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 05**



What are the three phases of customer loyalty in marketing?

**Please select an answer:**

Adjustment – expansion – target achievement   
Reward – regain – renew

*Recruitment – retention – recovery*

React – result – refund



**QUESTION 104 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 05**



A customer has long-term contracts with a company.

What is the term for this form of customer loyalty?

**Please select an answer:**

Connectedness  
*Commitment*  
Freedom of choice

Decision-making independence



**QUESTION 105 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 05**



A long-standing bank customer has from time to time not been happy with some of its offerings over the past few years, but they have remained loyal to the bank.

This is called ...

**Please select an answer:**

Customer ignorance

*Behavioral loyalty*

Convenience factor

Attitudinal loyalty



**QUESTION 106 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 05**



Customer loyalty strategies can be divided into phases.

What is the focus during the loyalty phase?

**Please select an answer:**

On offering compensation

*On creating connectedness and commitment*   
On stimulation and persuasion

On initiating contact



**QUESTION 107 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 05**



Customer loyalty strategies can be divided into phases.

What is the focus of the acquisition phase?

**Please select an answer:**

On creating a variety of offerings

*On stimulating and convincing customers*   
On investing the products with an ideological orientation

On manipulating interests



**QUESTION 108 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 05**



The chain of effects of customer loyalty illustrates the process and the moderating factors that engender customer loyalty.

How should this process be viewed?

**Please select an answer:**

As inevitable  
*As an ideal type*  
As invented

As manifested



**QUESTION 109 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 05**



During the customer loyalty phase, companies use well-known tools such as customer clubs, customer cards, and even newsletters. What are these measures supposed to achieve?

**Please select an answer:**

*Increasing customer satisfaction*  
Erecting clear barriers to change  
The ability to place more advertising  
Promoting a forced commitment



**QUESTION 110 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 05**



Studies have provided insights into what factors influence customer relationships. One of these factors is the quality of the relationship. What are the components of this?

**Please select an answer:**

Trust and mistrust  
*Trust and familiarity*

Familiarity and vulnerability  
Trust and dependability



**QUESTION 111 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 05**



Real customer loyalty is a highly emotional bond that is created through customer-specific services, for example.

What is the term that is used to classify these services?

**Please select an answer:**

*Customization*

Special-shape products  
Individualization   
Emotional products



**QUESTION 112 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 05**



When considering the chain of effects of customer loyalty, the company-external and company-internal factors have an impact on the various phases. Which moderating factors are relevant at the beginning of the chain of effects?

**Please select an answer:**

Number of alternatives and personal relationships  
Income potential and barriers to change  
*Market-related dynamics and service complexity*  
Price restrictions and image



**QUESTION 113 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 05**



When considering the chain of effects of customer loyalty, the

company-external and company-internal factors have an impact on the various phases. Which moderating factors are relevant in the middle of the chain of effects?

**Please select an answer:**

Customer fluctuation and barriers to change

*Variety-seeking motives and employee motivation*

Market-related complexity and heterogeneity of the range of services  
Service needs of customers and the functional combination of services



**QUESTION 114 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 05**



What does the return on regain investment calculate?

**Please select an answer:**

The RoRI calculates the sum of all costs related to recovering lost customers.

*It calculates how much is gained for each dollar invested in recovering a customer.*

It is used to determine the subtotal from the return on investment and annual advertising budget.

It calculates how much a customer is worth after an investment in an advertising campaign.



**QUESTION 115 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



What term describes the net value that a customer

attributes to their relationship with a company?

**Please select an answer:**

The CRM value

The difference to the gross benefit   
The customer life cycle

*The customer value*



**QUESTION 116 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



What potential is determined by assessing the influence of a customer on

the purchasing decision?

**Please select an answer:**

*The referral potential*

The buying behavior potential  
The cooperation potential   
The savings potential



**QUESTION 117 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



What is captured by the purchase history?

**Please select an answer:**

*When, what, and how much of a product a customer has bought from a company*  
The length of time between initial contact with the company and purchase

The time since the last purchase of a product from the company

The expected time between a purchase and the customer making first contact with the business



**QUESTION 118 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



What is the benefit of calculating the customer contribution margin?

**Please select an answer:**

It reveals opportunities for resuming customer relationships.

It documents precisely what benefits a customer can derive from their relationship with the company.

*It can be used to evaluate customer-oriented measures.*

It gives an indication of how much the customer spends on consumer goods over the course of the year.



**QUESTION 119 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



The customer contribution margin is an important benchmark.

What limits the usefulness of this approach?

**Please select an answer:**

There is a lack of knowledge about the calculation methodology.

*Referral and information potentials are not considered*. Calculation errors produce incorrect values.

There are no limiting factors.



**QUESTION 120 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



How is the customer classified under ABC analysis?

**Please select an answer:**

Qualified data

A=Age – B=Business area – C=Customer value   
*Revenue and contribution margins*  
Demographic data



**QUESTION 121 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



On what basis is the customer lifetime value (usually) calculated?

**Please select an answer:**

*Based on the dynamic investment calculation*

Based on a combination of several calculation methods  
Based on the voluntary social costs

Based on a single-dimensional cost calculation



**QUESTION 122 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



What is the goal of customer segmentation?

**Please select an answer:**

To assign customers to individual products  
*To place customers into homogeneous groups*   
To place customers into heterogeneous groups  
To identify customer features



**QUESTION 123 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



Which dimensions are compared when creating customer portfolios?

**Please select an answer:**

Individual and group-specific dimensions   
Temporal and spatial dimensions   
*Pre-economic and economic dimensions*  
None of the above



**QUESTION 124 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



When are customer groups described as homogeneous?

**Please select an answer:**

When their attitudes, expectations, or market reactions differ greatly

When their attitudes and expectations are consistent with the competitor’s reference group

When only members of a single family can be combined into a customer group

*When their attitudes, expectations, or market reactions are similar*



**QUESTION 125 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 06**



What is the method used to calculate the customer lifetime value?

**Please select an answer:**

CLV methods  
*Net present value methods*   
Gross income statement   
Net income statement



**QUESTION 126 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 06**



According to which perspective is the customer value understood as the contribution that a customer makes to the achievement of the company’s goals, both monetary and non-monetary?

**Please select an answer:**

*The supplier’s perspective*   
The customer’s perspective   
The perspective of an uninvolved financial partner

None of these perspectives



**QUESTION 127 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 06**



Which of the following statements is correct?

**Please select an answer:**

*The up-selling potential considers the prospect of offering and selling higher-quality/higher-priced products to the customer in the future.*

The up-selling potential considers the increase in employee sales figures during the quarter.

The up-selling potential determines the opportunities for increasing the production of innovative items.

The up-selling potential refers to the chances of extending the product life cycle.



**QUESTION 128 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 06**



What is calculated when all costs attributable to the customer are deducted

from the revenue generated by the customer?

**Please select an answer:**

Customer-regain value  
Customer lifetime contribution

Customer recovery contribution

*Customer contribution margin*



**QUESTION 129 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 06**



The ABC analysis often confirms the 80/20 rule, which states what?

**Please select an answer:**

To achieve 80% revenue, 20% more employees must be hired.

*20% of customers account for 80% of total revenue.*

80% of customers account for 20% of total revenue.

20% of the company’s costs are incurred in achieving 80% of the revenue.



**QUESTION 130 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 06**



What can a contractual relationship between customers and a company lead to?

**Please select an answer:**

To true customer loyalty   
To contract aversion

*To artificial loyalty*

To increased customer loyalty



**QUESTION 131 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 06**



What is the difference between single-dimensional and two-dimensional

customer segmentation?

**Please select an answer:**

The difference is in the result, which is more precise in the single-dimensional view.

The underlying success chains are different and must be viewed differently.

The single-dimensional segmentation is based on at least two links in the success chain.

*The single-dimensional segmentation is based on one link in the success chain.*



**QUESTION 132 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



What value is the basis for resale, cross-, and up-selling potential?

**Please select an answer:**

*Basic volume*  
Net volume  
Total volume   
Net value



**QUESTION 133 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



What advantage does the customer contribution margin calculation provide over the customer revenue analysis?

**Please select an answer:**

The procedure is simpler because the customer revenue analysis represents an extension of the customer contribution margin calculation.

*It allows statements on the profitability of the customer relationships to be made.*

The procedure is less complex, since no costs that arise in individual customer relationships have to be considered.

The procedures do not differ, and there is no discernible advantage.



**QUESTION 134 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



Why is the CLV an important economic indicator in

relationship-oriented marketing?

**Please select an answer:**

*The CLV can take into account the dynamics of customer relationships.*

As a single-dimensional process, the CLV can identify weak points.

The significance of the CLV as an economic monitoring variable has not been proven in any way.

The CLV can provide information on the customer structure when interpreted in light of demographic reference data.



**QUESTION 135 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



A company has calculated a high customer lifetime value.

What does this mean?

**Please select an answer:**

The higher the value, the less the customer spends.

The customer must be classified as unprofitable over the long term.

Investments in a customer with a high CLV are not justified.

*The customer is profitable, and therefore investing in the customer is justified.*



**QUESTION 136 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



A customer exhibits a high level of loyalty but a low level of satisfaction.

What is the term for this type of customer?

**Please select an answer:**

*Locked-in customer*   
Uncertain customer   
Customer inclined to switch  
Convinced customer



**QUESTION 137 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



A company initiates measures to increase satisfaction in order to increase

emotional attachment and customer willingness to commit to a contract. What were the results of the customer portfolio evaluation that prompted the company to adopt these measures?

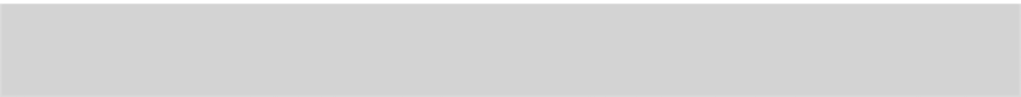
**Please select an answer:**

When evaluating the customer portfolio, it was found that customers were extremely willing to churn and did not find the services convincing.

The evaluation of the customer portfolio showed that satisfaction was an insignificant factor and customers only cared about the cost perspective.

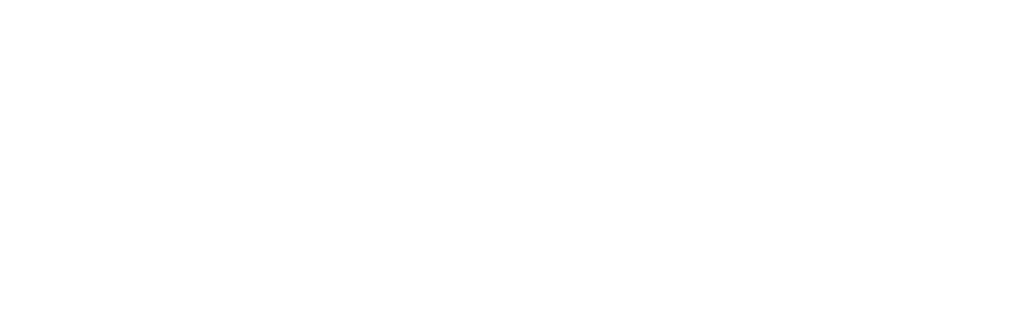
*During the analysis and evaluation of the customer portfolio, it was found that there was a close* *relationship between satisfaction and customer loyalty and that there were many convinced customers.*

During the analysis and evaluation of the customer portfolio, it was found that there was no relationship between satisfaction and customer loyalty and that there were hardly any convinced customers.



**QUESTION 138 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 06**



What should a company do when they discover that customers have made a positive contribution

to profits?

**Please select an answer:**

Convert them into profit relationships.   
*Expand value-added areas.*

Wait for the customer to contribute further to profit.

Reduce the amount of attention on this customer.



**QUESTION 139 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



What term is used for the focused perception of environmental stimuli?

**Please select an answer:**

Lack of interest   
Interest   
*Attention*   
Communication



**QUESTION 140 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



How should CRM strategies be deployed in order to develop

the best possible solutions to problem situations that have been analyzed?

**Please select an answer:**

The deployment method does not matter.

Monetary and temporal deployment methods should be planned.

The deployment strategy should be decided in consultation with Human Resources.

*A creative deployment strategy planned in advance is desirable.*



**QUESTION 141 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



Why should strategies be developed not only from the provider’s perspective, but also taking the customer’s perspective into account?

**Please select an answer:**

Customers can veto planned campaigns at an early stage.

*Relationships are not one-sided and cannot be initiated by just one of the partners.*

This approach allows the supplier to better conceal how they manipulate the customer.

It increases the willingness of customers to cover the costs of loyalty measures.



**QUESTION 142 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



What is the term for advertisements where people express a positive opinion about

a product?

**Please select an answer:**

Influencers   
*Testimonials*   
Advertising managers   
Live ads



**QUESTION 143 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



Into what subphases can the customer retention phase be divided?

**Please select an answer:**

*Growth and maturity phases*   
Saturation and churn phases  
Initiation and purchase phases

Sales and after-sales



**QUESTION 144 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



Which strategy tries to achieve customer loyalty via psychological determinants,

such as relationship quality or customer satisfaction?

**Please select an answer:**

*Connectedness strategy*

Relationship-building strategy  
Psych-detox strategy

Persuasion strategy



**QUESTION 145 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



What term is used when a customer expresses their dissatisfaction?

**Please select an answer:**

A notice   
Outrage

*A complaint*

An exclamation



**QUESTION 146 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



Which of the following is a typical means of communication in the customer acquisition phase?

**Please select an answer:**

Customer clubs   
*Media advertising*   
Newsletter   
Call center



**QUESTION 147 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



Which influencing factors have an indirect effect on the acquisition of new customers?

**Please select an answer:**

Discounts   
Special offers

*Image and brand awareness*

Service or product samples



**QUESTION 148 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 07**



How are customer recovery strategies differentiated?

**Please select an answer:**

*By customer situation and type of recovery*  
By supplier situation and economic benefit   
By duration and type of customer loyalty   
By escalation and de-escalation



**QUESTION 149 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



A company finds that an above-average number of customers are switching to

the competition.

Should the company try to apply some potential strategies to all defecting customers?

**Please select an answer:**

No, because you should let defecting customers leave with dignity.

*No, the company should perform a careful analysis of various aspects, such as customer value or customer interests.*

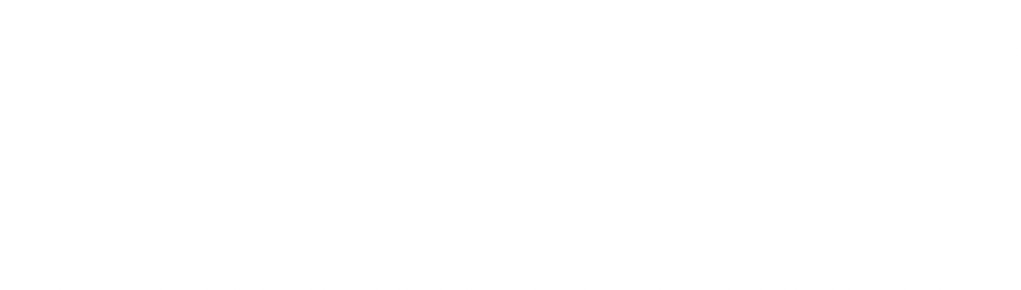
Yes, because every customer is an important customer and should under no circumstances be lost, whatever the cost.

Yes, because every single customer must be prevented from sharing negative feedback about the company.



**QUESTION 150 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



Which strategy can be used to encourage customers to make impulse purchases?

**Please select an answer:**

Buy-it-now strategy

Emotional-buying-act strategy   
*Stimulation strategy*

Persuasion strategy



**QUESTION 151 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



What is the name of the strategy that seeks to use appropriate methods to instill desired customer attitudes during the customer relationship initiation phase?

**Please select an answer:**

Inducement strategy   
Stimulation strategy

Unconscious manipulation strategy

*Persuasion strategy*



**QUESTION 152 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



What is the name of a stimulation strategy that creates direct and immediate incentives to initiate customer relationships?

**Please select an answer:**

*Fact-based stimulation strategy*  
Fact-based acclimation strategy   
Symbolic stimulation strategy   
Symbolic acclimation strategy



**QUESTION 153 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



A well-known Swedish furniture retailer offers families a special

‘Smoland’ childcare area in the store. The children are supervised, and the parents can shop in peace. What kind of service is this?

**Please select an answer:**

*A value-added service*   
A value-reducing service

A customer-excellence service

A self-explanatory service



**QUESTION 154 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



Additional company services influence customer satisfaction.

What type of customer service is phone or online support?

**Please select an answer:**

A paid service   
*A commercial service*   
A technical service

A natural service



**QUESTION 155 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 07**



Which measures are used as part of a short-term commitment strategy?

**Please select an answer:**

Low price offer

*Short-term contracts and volume discounts*  
Service customization

Long-term contracts and memberships



**QUESTION 156 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 07**



Customer training courses and service hotlines are examples of fact-based measures used in the acquisition phase. What tasks do these measures fulfill?

**Please select an answer:**

Satisfying customers   
*Familiarizing customers*   
Caring for customers

Persuading customers



**QUESTION 157 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 07**



Customers-referring-customers campaigns and quality certifications are examples of symbolic measures used in the acquisition phase. What tasks do these measures fulfill?

**Please select an answer:**

Familiarizing customers   
*Persuading customers*   
Stimulating customers   
Recovering customers



**QUESTION 158 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 07**



Customer loyalty measures can also **backfire**.

What are some of the recognized negative effects?

**Please select an answer:**

*Increased expectations about what customer loyalty measures can achieve*.

Customers feel targeted by the customer loyalty measures.

Lowered expectations about what customer loyalty measures can achieve.

Trust is built up and strengthened.



**QUESTION 159 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 07**



In which CRM phase is the customer relationship the most intense?

**Please select an answer:**

In the middle of the customer acquisition phase   
*In the customer retention phase*

In the customer acquisition phase

At the start of the customer write-off phase



**QUESTION 160 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 07**



A lost customer needs to be recovered.

Which strategy and measure could a company use to achieve this?

**Please select an answer:**

*Persuasion strategy – Modification of service offering*  
Coming home strategy – Compensation payment  
Improvement strategy – Service recovery  
Compensation strategy – Replacement for defective good or service



**QUESTION 161 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 07**



What can service-related quality guarantees achieve in terms of customer

acquisition?

**Please select an answer:**

*Fact-based persuasion*   
Symbolic persuasion   
Symbolic stimulation   
Fact-based stimulation



**QUESTION 162 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



How can many customer relationships in the consumer goods sector be described?

**Please select an answer:**

As a supplier-customer relationship   
*As a brand-customer relationship*   
As a hidden customer relationship

As a direct customer relationship



**QUESTION 163 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



Which of the following is one of the recognised reasons why CRM projects fail?

**Please select an answer:**

Employee involvement

*Failure to adapt organizational structures*  
Careful planning

Precise goal setting



**QUESTION 164 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What are the requirements for a structured CRM system?

**Please select an answer:**

CRM does not require a structure. Individual measures and actions determine whether a CRM action is successful.

Ensuring value-added contributions by supply chain management   
Optimizing the performance of customer-customer interactions

*Ensuring room for action and cooperation by various CRM players*



**QUESTION 165 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



Which of the following statements is correct?

**Please select an answer:**

Operational and analytic CRM processes build on each other linearly. Operational and analytic CRM processes are mutually exclusive.

*Operational and analytic CRM processes influence each other.*

Operational and analytic CRM processes are still in the development phase.



**QUESTION 166 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



Which data is classified as description data?

**Please select an answer:**

Address data

Contact history data   
Purchase history data

*Customer characteristics and sociography*



**QUESTION 167 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What information can be found in the contact history?

**Please select an answer:**

*It records the customer’s contacts with the company and the communication channels used.*

It records whether all communication channels are functioning properly from a technical standpoint.

It records industry average statistics about when and how a customer contacts the consumer advice center.

It records how often an employee contacts a manager after an interview.



**QUESTION 168 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What is the name of the repository where all the company’s data is collected for sorting, classification, and analysis?

**Please select an answer:**

*Data warehouse*  
Data get-out   
Data intermediate storage   
Data refuge



**QUESTION 169 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What does the acronym OLAP stand for?

**Please select an answer:**

Online Abstracts Profile   
*Online Analytical Processing*   
One Advance Per Person

Only Linear Algorithm Processing



**QUESTION 170 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What is a basic requirement that must be satisfied before effects can be monitored?

**Please select an answer:**

*The goals are known.*

The results are predetermined.

The measurement period is known.

There are no such requirements.



**QUESTION 171 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What does operational monitoring check?

**Please select an answer:**

Whether the right strategy was selected

Whether the potential customer will remain unreachable in the future

*Whether the selected tools were able to achieve the stated goals.*

Whether the right employees have been entrusted with effectiveness monitoring.



**QUESTION 172 OF 300**

**DLBCRM01\_MC\_leicht/Lektion 08**



What the three pillars of CRM do companies recognise?

**Please select an answer:**

Goals – costs – measures   
Employees – customers – management   
*Systems – structures – culture*   
Problem recognition – analysis – solution



**QUESTION 173 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



Which relationship pattern often characterizes products in the consumer goods sector where there is little customer involvement?

**Please select an answer:**

Inside-out customer relationship  
Employee-customer relationship   
Supplier-customer relationship   
*Brand-customer relationships*



**QUESTION 174 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



In which phase of the CRM process are measures such as feedback and support

used?

**Please select an answer:**

In the sales process  
*In the service process*

In the marketing process

In the recovery process



**QUESTION 175 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



Into which area of the CRM process is customer segmentation classified?

**Please select an answer:**

Measure-specific analytical process   
Overarching operational process   
*Overarching analytic process*

No CRM process



**QUESTION 176 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



What kind of question would you pose if you wanted to collect descriptive data?

**Please select an answer:**

What is the reason for the drop in ski boot sales in April?

What are the distinguishing characteristics of the customer groups who prefer to buy traditional Belgian spice cookies in August?

What influence does department store music have on the purchase of office supplies?

*What is the sales volume from January to March for all Barcelona stores?*



**QUESTION 177 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



When measuring customer loyalty, factual behavior can be collected using

objective customer-related data.

However, behavioral intentions **cannot** be measured in this way, so how can this data be determined?

**Please select an answer:**

The measurement of behavior related to customer loyalty is irrelevant and not collected.

When collecting data on behavioral intentions, qualitative methods are used to create the best possible image of reality.

Behavioral intentions are determined by comparing the customer’s expressed desires to purchases made when acting on those desires.

*Behavioral intentions can be measured using such indicators as the intention to recommend the company to others, as determined through surveys, for example.*



**QUESTION 178 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



Which of the following statements is correct?

**Please select an answer:**

The later a company’s employees are involved in the CRM process, the more successful the implementation will be.

The design of incentive systems for employee motivation offers no added value for CRM implementation.

Good working conditions and motivated employees do not affect the success of CRM measures.

*The earlier the employees* *are involved in the CRM process, the more successful the implementation will be*.



**QUESTION 179 OF 300**

**DLBCRM01\_MC\_mittel/Lektion 08**



CRISP-DM is an open and widely used analytical model for data mining that has become established as a standard.

How many process steps does it have?

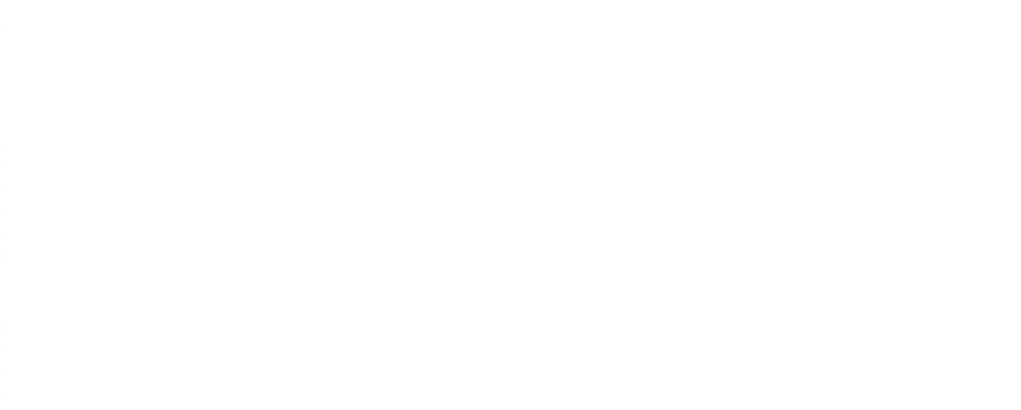
**Please select an answer:**

Nine   
*Six*   
Eight   
Three



**QUESTION 180 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



Which of the following statements is false?

**Please select an answer:**

Personal communication is one of the most important customer care measures in the B2B sector.

*The need for information in the investment and service sector is very low. Only the cost factor plays a role here.*

The provision of financing offers is one of the most well-known customer loyalty tools in the capital goods sector.

Customer magazines are one of the available loyalty tools that strengthen customer relationships in the capital goods sector.



**QUESTION 181 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



Imagine a group of grilling enthusiasts who swear by a certain grill and share this passion and connection to the product with others. They like to exchange ideas not only within this group, but also with the company.

What is the name for this type of group within marketing?

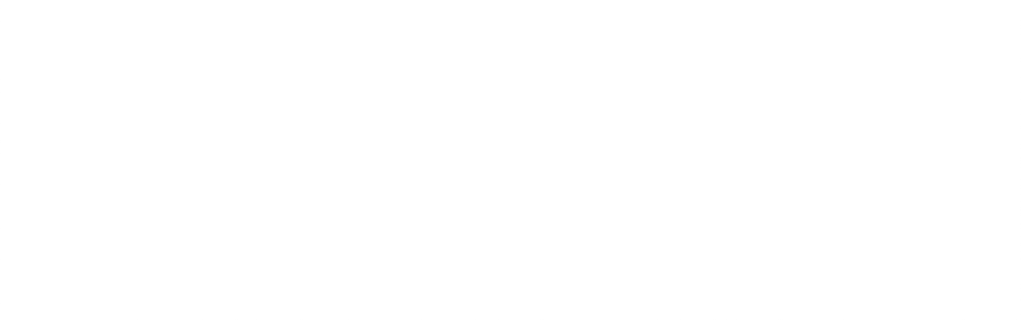
**Please select an answer:**

Brand affiliates   
Brand dudes   
*Brand community*   
Brand stalkers



**QUESTION 182 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



What category of data is collected for the purpose of learning more about the purchasing intentions or attitudes and values of customers?

**Please select an answer:**

*Psychographic data*

Transaction data

Demographic data

Company-internal data



**QUESTION 183 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



What kind of data is generated by online analytical processing?

**Please select an answer:**

Demographic data  
Descriptive and explicative data   
*Exclusively descriptive data*  
Exclusively explicative data



**QUESTION 184 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



Although data mining is often described as an automated process, a large part of the work involved goes into the selection and preparation of the relevant data. How high can the proportion of this curation work be compared to the automated portion?

**Please select an answer:**

25 to 75

*60 to 40*

50 to 50

40 to 60



**QUESTION 185 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



Data mining is often described as an automated process, but a large

part of the work goes into the selection and preparation of the relevant data. What part of the process should be understood as automatic?

**Please select an answer option:**

The automatic entry of new customers in the database   
The automatic data backup at the end of the quarter

*The statistical pattern extraction*

The regular repetition of the process steps



**QUESTION 186 OF 300**

**DLBCRM01\_MC\_schwer/Lektion 08**



Not all customers are receptive to customer loyalty measures, and they may even have

reservations about them.

Which of the following is **not** one of the reasons why customers may dislike them?

**Please select an answer option:**

Fear about manipulation  
Data protection concerns   
Increasing transparency   
*Added value due to club offerings*



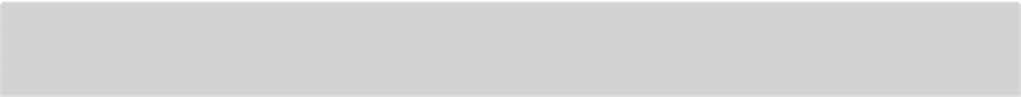
**QUESTION 187 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 01**



Which two approaches to CRM are opposed to each other?

On the one hand, CRM has been defined as a customer-oriented, comprehensive, and technology-supported management concept **(3 points)**. However, other authors have viewed CRM as a tool for customer data processing **(3 points)**.



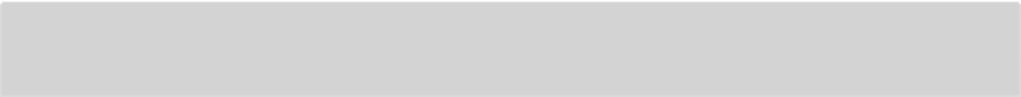
**QUESTION 188 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 01**



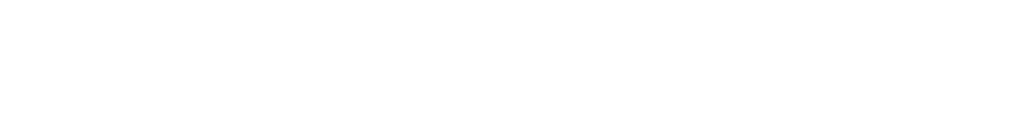
Explain what is meant by ‘profitable customers.’

Profitable customers can be defined as those customers who are loyal to the company **(2 points)**, purchase products from it more than once **(2 points)**, and make a long-term contribution to the company’s success **(2 points)**.



**QUESTION 189 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 01**



How has customer loyalty management developed? Name the three phases.

The development began with customer satisfaction management **(2 points)**, transitioning to customer loyalty management **(2 points)**, then on to customer relationship management **(2 points)**.



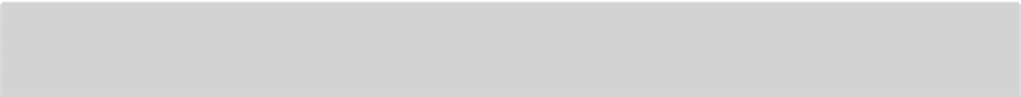
**QUESTION 190 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 01**



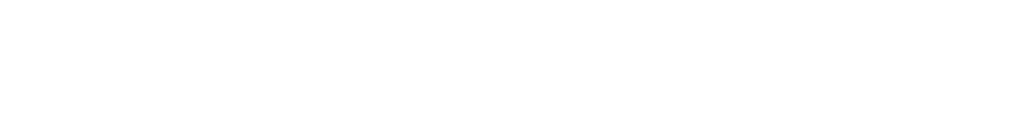
Name the three constituent areas of CRM as defined by literature and practice.

Analytic, operational, and communicative CRM **(2 points each)**



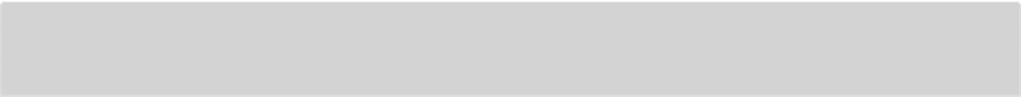
**QUESTION 191 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 01**



Outline what is meant by the terms ‘seller’s market’ and ‘buyer’s market.’

In a ‘seller’s market,’ there is more demand than supply **(3 points)**, whereas in a ’buyer’s market,’ companies must focus more on acquiring consumers by addressing their needs **(3 points)**.



**QUESTION 192 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 01**



Describe what is meant by the “single customer approach” and what it is useful for.

This term ‘single customer view’ describes the act of taking a holistic view **(3 points)** of the customer information available to the company **(3 points)**. This information helps companies to take a differentiated customer approach **(2 points)**.



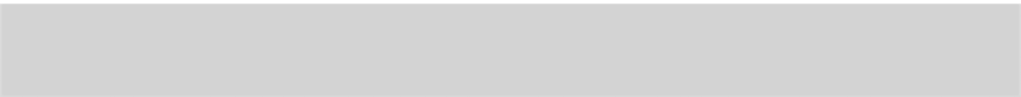
**QUESTION 193 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 01**



Explain why customer loyalty is more economically effective than acquiring new customers.

Overall, it is more expensive to acquire new customers **(2 points)** than to retain existing customers **(3 points)**.Over the long term, a loyal customer usually makes a greater contribution to the company’s profit **(3 points)**.



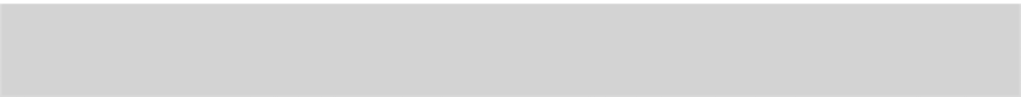
**QUESTION 194 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 01**



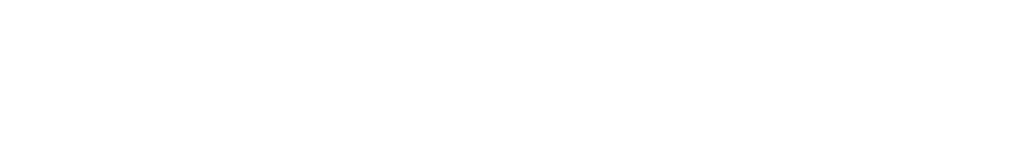
How would you describe today’s phase of marketing in terms of orientation, historical period, features, and challenges?

Orientation: network-oriented **(2 points)**; historical period: since the 2010s **(2 points)**; features: web 2.0, social networks, word-of-mouth; **(2 points)** Challenge: “How can social networks be used for marketing?” **(2 points)**



**QUESTION 195 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 01**



CRM is a systematic process.

Outline a model-based way of systematizing CRM, and name the resulting tasks.

Customer analysis – development of strategies – process design – implementation – learning from the customer relationship.

Tasks: Customer acquisition, loyalty, and recovery **(1 point for each term)**



**QUESTION 196 OF 300**

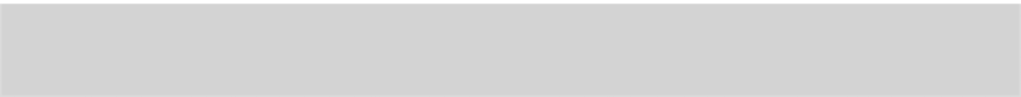
**DLBCRM01\_Offen\_schwer\_F1/Lektion 01**



Define CRM and outline which two perspectives need to be unified.

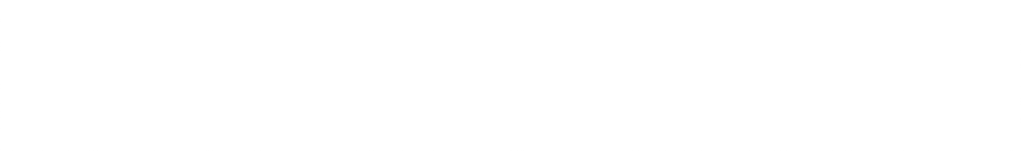
CRM should be understood as the act of focusing corporate structures **(1 point)**, processes **(1 point)**, and activities **(1 point)** on the customer in order to identify (**1 point)** and establish **(1 point)** proﬁtable customer relationships **(1 point)**. They can be intensified **(1 point)** or suspended and resumed later if necessary **(1 point)**.

The strategic and technology-led approach must be viewed holistically **(2 points)**.



**QUESTION 197 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 01**



Using an example, outline why a one-off customer should be valued differently from a regular customer from an economic point of view, i.e., why it is worth investing in customer loyalty from an economic point of view.

Acquiring new customers **(1 point)** is far more expensive than retaining existing ones **(3 points)**.Example: A business owner looks at the numbers of new acquisitions by their salespeople and finds that some of them have been able to attract an outstanding number of new customers **(2 points**. However, when they compare the salespeople’s revenues, the numbers paint a different picture: The salesperson who makes fewer new acquisitions but constantly cultivates their existing customer base contributes more to the company’s profit **(2 points)** than their colleague who has the best numbers in new customer acquisition **(2 points)**.



**QUESTION 198 OF 300**

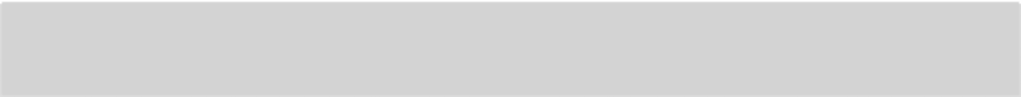
**DLBCRM01\_Offen\_schwer\_F1/Lektion 01**



What is meant by the term ‘burn-out brands,’ and what must companies consider in order to

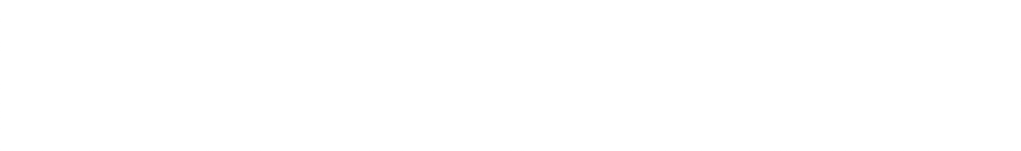
**avoid** becoming burn-out brands?

Burn-out brands are brands that are losing an above-average number of their regular customers **(3 points)** and, as a result, have also suffered losses in market share **(2 points)**. Companies must focus very clearly on retaining and looking after the needs of regular customers **(3 points)** instead of just focusing on acquiring new customers **(2 points)**.



**QUESTION 199 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 01**



Marketing has evolved from transactional to relationship marketing. Describe the differences in time orientation, object reference, goal setting, strategy, and economic success factors.

Transaction: short-term period; focus on product **(1 point)**;customer acquisition through marketing mix **(1 point)**; Service presentation **(1 point)**; Profit, contribution margin **(1 point)**;revenues and costs **(1 point)**;relationship: long-term; Focus on interaction and product **(1 point)**; Customer acquisition, loyalty and retention **(2 points)**; Dialog **(1 point)**; Customer contribution margin and customer value **(1 point)**



**QUESTION 200 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 01**



What do ‘high involvement’ and ‘low involvement’ mean, and what effects do they have on consumers in terms of customer loyalty?

Illustrate your explanation with an example.

Customer involvement, or the emotional involvement that the consumer experiences when making a purchase **(1 point)**, is an important factor **(1 point)** for the customer relationship.

When making purchases of everyday products, customer involvement is much lower **(2 points)** than when deciding about buying a car, for example **(2 points)**.

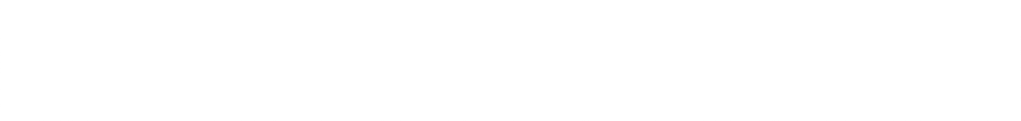
In the case of everyday products, such as soap, etc., the consumer often feels no connection at all with the company, and thus there is no relationship **(2 points)**.

High involvement products are different: when a customer buys a car, they value other information, including brand values **(2 points)**.



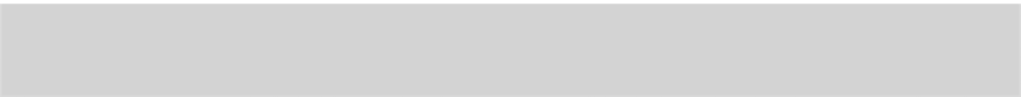
**QUESTION 201 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 02**



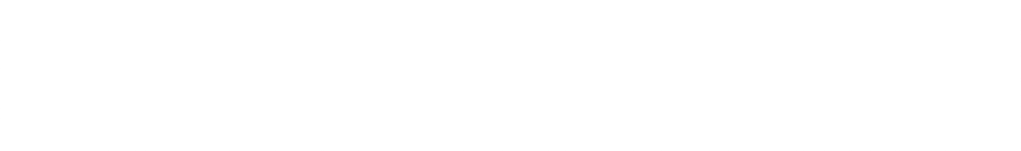
Name the theoretical approaches that can be used to evaluate relationships under CRM.

Neoclassical approaches, neoinstitutional approaches, neobehavioral approaches, and approaches from organization theory **(1.5 points each)**.



**QUESTION 202 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 02**



Outline what a company should consider when implementing a customer orientation across departments, and briefly explain why this is important.

Structural changes can easily lead to conflicts of interest **(2 points)**, and it is therefore essential to foster acceptance for the change by laying the groundwork at the company **(2 points)**. This can be achieved, for example, by creating interdisciplinary working groups **(2 points)**.



**QUESTION 203 OF 300**

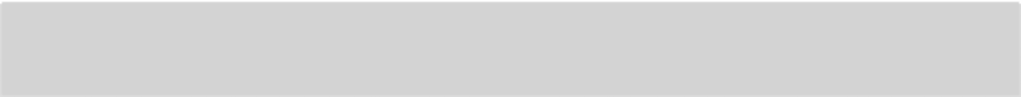
**DLBCRM01\_Offen\_leicht\_F1/Lektion 02**



Explain the term ‘learning theory’ in terms of customer behavior, and outline how it works.

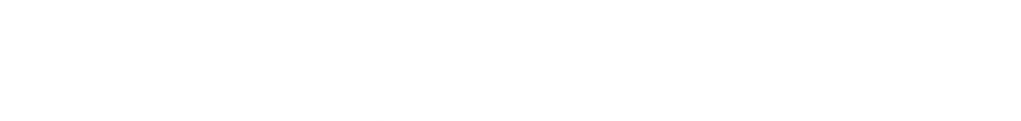
There are different learning theories **(1 point)** for understanding customer behavior, and approaches that apply the reinforcement principle are often used **(2 points)**.

Accordingly, behaviors are changed as the result of positive or negative consequences **(3 points)**.



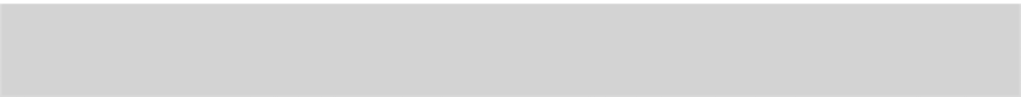
**QUESTION 204 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 02**



Name the psychological approaches that are used to examine consumer behavior.

Learning theory (reinforcement principle), risk theory (avoidance of negative consequences), dissonance theory, and involvement theory **(1.5 points each)**.



**QUESTION 205 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 02**



Explain what is meant by the term ‘commitment’.

In the CRM context, commitment stands for connectedness **(2 points)**/identification **(2 points)** by customers with a company **(1 point)**/brand **(1 point)**.



**QUESTION 206 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 02**

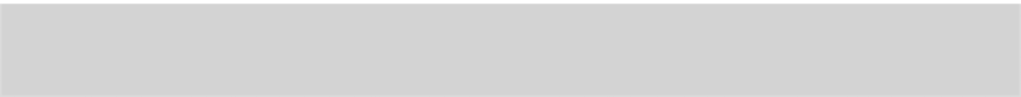


What does the increasing customer orientation mean for company organization, and what is the impact on the organization as a whole?

Provide an outline using keywords.

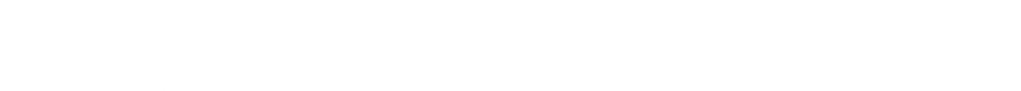
Change to the organizational structure **(2 points)**. It is not enough to establish direct contact with the customer, which is typically anchored at a single point (usually sales) **(2 points)**.

A distinctive customer management approach therefore attempts to coordinate all of the company’s customer-speciﬁc measures **(2 points)** and also to implement this organizationally (2 **points)**.



**QUESTION 207 OF 300**

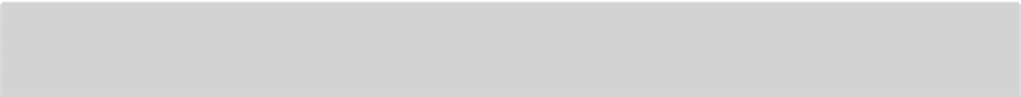
**DLBCRM01\_Offen\_mittel\_F1/Lektion 02**



Explain the importance of resource dependency theory.

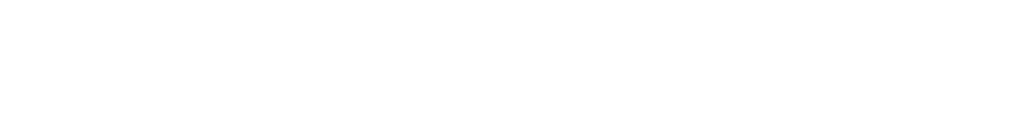
Resource dependency theory deals with the inﬂuence of external resources on business actions and behavior **(2 points)**.

The customer is therefore regarded as an important resource **(2 points)**, and the relationship between supplier and customer is described as symbiotic **(2 points)**, i.e. the company’s output requires the customer’s input **(2 points)**.



**QUESTION 208 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 02**



Explain which insight forms the basis of risk theory, and illustrate your explanation using an example.

Customers want to take as little risk as possible when making a purchase **(2 points)**.

Example: A customer is buying a car. However, they are not just looking to acquire a safe and reliable means of transportation **(2 points)**, but also a certain social status **(2 points)**. But if their purchase fails to achieve this kind of recognition from friends, acquaintances, and colleagues, they may even be criticized for their decision. **(2 points).**



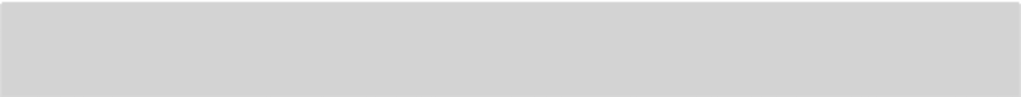
**QUESTION 209 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 02**



Explain what needs to be considered when communicating with customers on an individual basis for the purpose of building relationships.

Relationships only develop through mutual communication **(1 point)**. The company must be oriented towards addressing individual needs **(1 point)**, and it must avoid squandering its efforts **(1 point)**: Companies must avoid general communication mediated by mass media **(2 points)** and establish interaction- and dialogue-oriented communication **(2 points)** with (profitable) customers **(1 point)**.



**QUESTION 210 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 02**



The reciprocal, interaction-, and dialog-oriented communication required for relationship building is also referred to as two-way communication.

Explain the two essential forms of two-way communication, and describe which form leads to the establishment of ‘real’ dialogue.

Under two-way communication, the communicating partners have the opportunity to contact each other and exchange information directly.

Distinction between symmetrical **(1 point)** and asymmetrical two-way communication **(1 point)**.

Under asymmetric two-way communication, it is not just the case of the company sending information. The customer can also give feedback, but this does not influence the company’s behavior or their answer/reaction **(2 points)**. Therefore, this does not give rise to a ‘real’ exchange/dialogue **(1 point)**.Only when feedback is received, accepted, and processed in the communication situation, i.e., there is a palpable behavioral change in terms of establishing an understanding between the communicating partners, **(2 points)** can it be described as symmetrical two-way communication **(2 points)** and thus a dialogue be considered established **(1 point)**.



**QUESTION 211 OF 300**

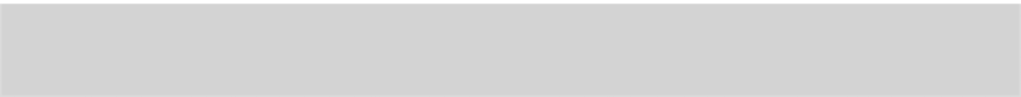
**DLBCRM01\_Offen\_schwer\_F1/Lektion 02**



Explain what added value customer relationships can provide for the customer and what contribution communication makes.

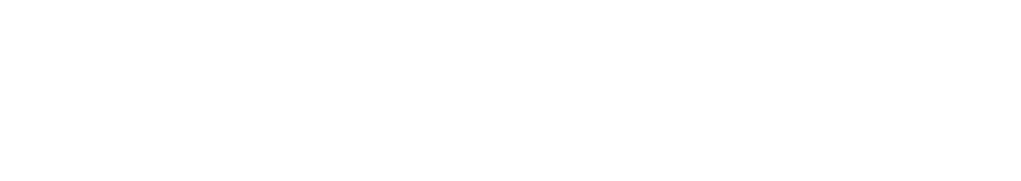
The added value for the customer can be seen not only in the economic beneﬁts **(2 points)**, but also in the psychological beneﬁts **(2 points)** (reliability of a relationship) or in the satisfaction of the need for belonging (as members of a community) **(2 points)**.

Communication helps to address customers’ information needs **(1 point)** or to create communities by establishing customer clubs **(1 point)**. Communication not only provides information, it also builds relationships **(2 points)**.



**QUESTION 212 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 02**



CRM grounds its interdisciplinary approach in various theoretical foundations. One approach is the neoinstitutional set of theories.

Explain this approach, and name some of the other explanations that are used in this context.

The neoinstitutional theoretical approaches are rooted in microeconomics **(2 points).** The neoinstitutional approach believes that the function of marketing is to promote transactions or customer interaction **(2 points)** and, accordingly, its purpose is to reduce uncertainties and build trust **(2 points)**.

The following theoretical explanations can be used to establish relationship-oriented CRM:

Informational economics **(1 point)**

Principal-agent approach **(1 point)**

Transaction cost approach **(1 point)**

Relational contracting approach **(1 point)**



**QUESTION 213 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 02**



The interdisciplinary approach of CRM is built on various theoretical foundations, including neoclassical theoretical approaches .

Explain this approach and show what it means for CRM.

Neoclassical theoretical approaches are rooted in microeconomics **(2 points)**. Utility and profit theories can be classified as part of the neoclassical approach **(2 points)**.

The utility theory explains the behavior of the customer in relation to the company’s services. To put it simply: we can agree that a customer uses services when they personally expect to obtain a positive benefit from them. Relationships with the company are therefore only relevant for customers if they can expect to derive a benefit from them **(3 points)**.

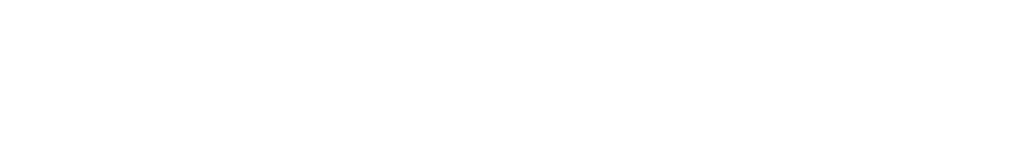
Profit theory focuses on the behavior of the company with an eye to the services that it offers to the consumer and selects the actions that maximize profit.

This means that the customer is evaluated based on the value they provide to the company, and the company decides to process data about the respective customer or customer segment based on the economic advantage they can derive from doing so **(3 points)**.



**QUESTION 214 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 02**



Outline how customer perception and information intake (learning) differs depending on low or high consumer involvement with the product.

Cite a well-known effect in your explanation.

If the level of involvement is low (i.e., the customer feels little connection to the product or company), the customer absorbs the information at a mostly unconscious level **(2 points)**. The mere exposure hypothesis **(2 points)** assumes that the target group’s perception changes positively if it comes into contact with the reference object (i.e., the product or company) **(2 points)**.

On the other hand, when there is a high level of involvement, more complex learning processes are assumed (2 points), since information acquisition and processing is not an unconscious act, but rather based on rational calculation **(2 points)**.



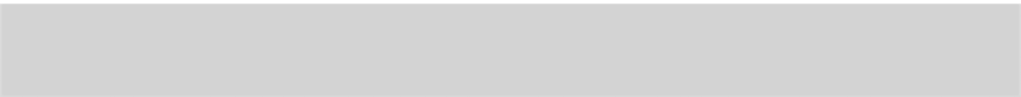
**QUESTION 215 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 03**



Explain the benefits that a company can derive from examining the customer relationship cycle.

By considering the customer relationship cycle a company can analyze customer relationships systematically **(3 points)** for the purpose of deriving measures for customer loyalty management **(3 points)**.



**QUESTION 216 OF 300**

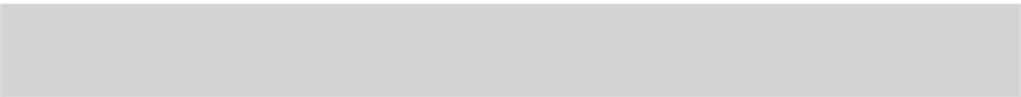
**DLBCRM01\_Offen\_leicht\_F1/Lektion 03**



Outline what companies hope to achieve by obtaining insights into customer behavior and how they will achieve them.

Companies try to manage customer relationships based on the insights that they acquire into customer behavior **(2 points)**.

They use customer loyalty tools **(2 points)** as part of their customer loyalty management program **(1 point)** in such a way as to achieve positive effects for the company **(1 point)**.



**QUESTION 217 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 03**



What does a company seek to discover by determining the reference potential?

This metric describes the importance of customers as opinion leaders **(3 points)** and

influencers of decisions **(3 points)**.



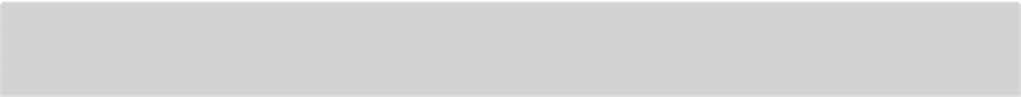
**QUESTION 218 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 03**



Explain what is meant by ‘customer retention’ or ‘customer loyalty’.

Customer retention refers to the retention measures undertaken by companies **(3 points)**, whereas customer loyalty refers to customer behavior patterns that engender loyalty **(3 points)**.



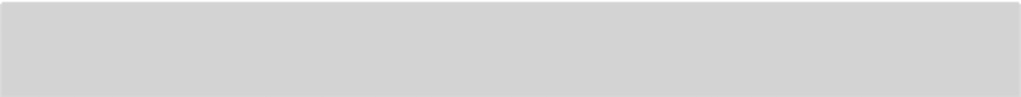
**QUESTION 219 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 03**



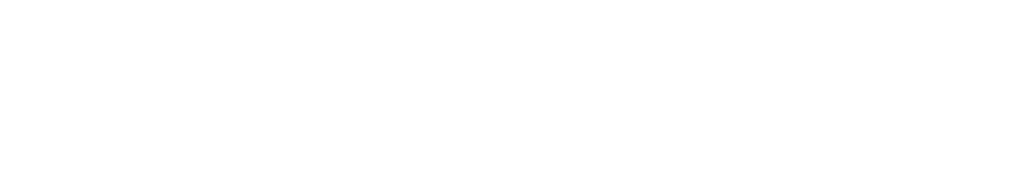
Name the four phases of the customer life cycle, and name a consumer group that characterizes each of these phases.

Orientation phase (e.g., college and vocational students) **(2 points)**; rush hour of life (young families, DINKS, people of working age, etc.) **(2 points)**; second half of life (Empty nest families, people of working age, etc.) **(2 points)**; silver Generation (retirees, families with grandchildren, etc.) **(2 points)**



**QUESTION 220 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 03**



When considering the customer relationship cycle, CRM prescribes different tasks for different phases.

Name two tasks from customer loyalty management, classify them under the respective phases, and describe the goals.

1. New customer management **(2 points)**: Socialization – consolidation of new business relationships **(2 points)**
2. Satisfaction management **(2 points)**: Growth and maturity – strengthening of stable business relationships **(2 points)**
3. Feedback management **(2 points)**: Danger – stabilization of at-risk relationships with customers who have complained to the company **(2 points)**
4. Defection prevention management **(2 points)**: Danger – prevention of defections **(2 points)**



**QUESTION 221 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 03**



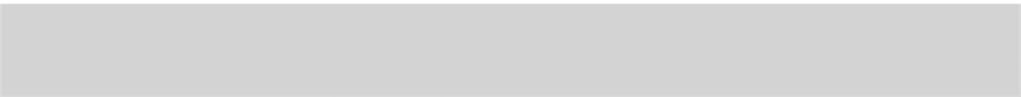
When considering the customer relationship cycle, CRM prescribes different tasks for different phases.

Name one task each from the areas of

1. prospect management
2. recovery management.

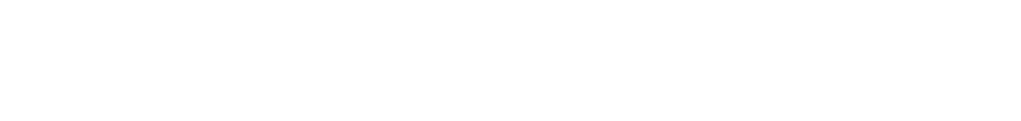
Assign these to their respective phases and describe the goals.

* 1. Prospect management: **(2 points)** Initiation – initiation of new business relationships **(2 points)**
  2. Termination management **(2 points)** : Termination – reversal of terminations; or revitalization management – revitalization – re-establishment of business relationships **(2 points)**



**QUESTION 222 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 03**



Name four factors that a company can use to determine customer loyalty.

Repeat purchases of products or services,

Purchase of additional services (cross-buying), Recommendations and repeat purchases despite price increases.

## (2 points per each named factor)



**QUESTION 223 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 03**



Provide an outline of the multidimensional construct of customer retention or loyalty.

On the one hand, customer retention refers to the measures taken by the company to shape customer relationships **(1 point)**, but it also describes the behavioral patterns of customers **(2 points)** that engender their loyalty to the company.

Viewed in this way, customer retention is a multidimensional construct that describes both previous **(2 points)** and intended customer behavior **(1 point)**.

Previous behavior includes repeat purchases and recommendations **(1 point)**, and intended behavior includes the intention to buy again, to buy more products, and to provide recommendations **(1 point)**.



**QUESTION 224 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 03**



Provide an explanation with an example of

1. why and how the customer life cycle can provide companies with insights into future consumer needs,
2. how the needs of the customer could be satisfied over different life phases,
3. what that means economically for the company.
4. Looking at the customer life stages can also provide insight into the future needs of the customer and their eventual value to the company **(3 points)**.
5. Why this is true is illustrated by the following examples:

Example 1: A young family with a baby will only be of interest to the diaper manufacturer for a limited period of time **(2 points)**. However, if the company also offers items for older children, the customer can be sold these additional products in the future through relevant marketing **(2 points)**.

Example 2: Points can be awarded for either explanation: A student opens a free student account at a bank **(2 points)**. While investments or purchasing real estate are likely to be of little interest during this life phase, there are often life phases after graduation when these offers will be more relevant **(2 points)**.

1. The young family/student is therefore a proﬁtable customer for the bank when considered from a long-term perspective and can be approached over time with offers that are appropriate to their life phase **(3 points)**.



**QUESTION 225 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 03**



What can the course of the customer relationship cycle be compared to, and how can it be illustrated using an example?

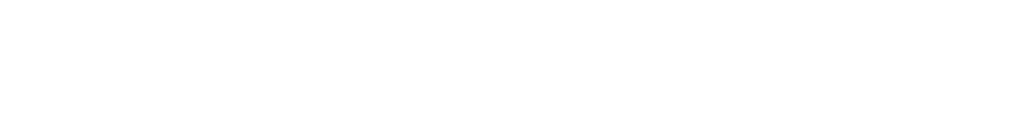
The customer relationship cycle can be compared with relationships in the private sphere **(1 point)**.

Example: The search for a suitable partner **(1 point)** starts with the initial phase of getting to know each other, usually followed by a strengthening and deepening of the relationship **(2 points)** that expresses a stronger emotional bond **(2 points)**. If one of the partners distances themselves emotionally, this signals the beginning of the end of the relationship **(2 points)**. The other partner may also try to maintain the relationship or to win back the lost partner **(2 points)**.



**QUESTION 226 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 03**



Explain why every customer who is satisfied with a product does **not** automatically become a long-term profitable customer.

Some customers are simply unwilling to enter into a relationship with companies **(1 point)**. They are only interested in the transactional act (the buying process) and not in developing a relationship **(3 points)**.There are different reasons why a consumer may buy a product only once **(2 points)**:

This may have been just a spontaneous purchase during a business trip because something was forgotten, or perhaps expectations were not met or needs changed? The consumer may have lost interest in practising a certain sport, etc.? **(2 points)**.

Viewed in this way, many relationships fail before they even begin **(1 point)**. Or to reframe it more positively, they are simply not suited to being built up and intensified, thus saving the supplier the time and money of trying to pursue such a relationship **(1 point)**.



**QUESTION 227 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 03**



The concept of customer loyalty is considered from the point of view of the supplier and the customer. Using an example from the customer’s point of view, explain what can boost customer loyalty and what effects this loyalty has on the supplier.

For example, if we look at the area of hotel accommodation, it is easy to illustrate how customer loyalty is formed from the consumer’s point of view and what effects it has over time **(1 point for naming an example)**:

A business traveler arrives at a hotel for the first time. Since they are satisfied with the offering, they choose the hotel again the next time they visit the area **(2 points)**, They also remember that there is a restaurant in the hotel, so they eat there on the evening of their arrival, as it saves them time going to another restaurant **(2 points)**. The restaurant also meets their expectations, and so the hotel becomes even more attractive in their eyes. They also now actively recommend the hotel to their business partners **(2 points)**. Unfortunately, because of a trade fair taking place in the area, they have to pay a higher room rate on their third visit, but they are still so enthusiastic about the hotel’s offering, since it fully satisfies their requirements and meets their expectations, that they are willing to pay the extra price. **(2 points)**.

Their expectations are satisfied, and the company profits as a result **(1 point)**.



**QUESTION 228 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 04**



Name three theoretical approaches that can be used to explain the consequences of satisfaction or dissatisfaction.

Equity theory, instrumental learning theory, social learning theory, and risk theory

## 3 terms to be graded/each term is worth 2 points



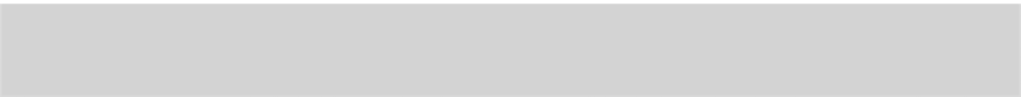
**QUESTION 229 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 04**



Explain what is meant by “customer touchpoints”.

This term designates all points and interfaces **(3 points)** that a customer uses to contact the company **(3 points)**.



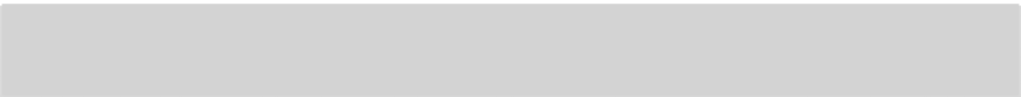
**QUESTION 230 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 04**



Describe the distinguishing characteristic of a loyal customer.

A loyal customer can firstly be recognized by the fact that they take repeated advantage of the company’s offerings **(2 points)**, i.e., they demonstrate regular follow-up and repeat purchasing behavior **(2 points)** and secondly by the fact that they recommend the company to others. **(2 points)**



**QUESTION 231 OF 300**

**DLBCRM01\_Offen\_leicht\_F1/Lektion 04**



Little attention is paid to price fairness in the context of customer satisfaction.

Explain the term and why price can be an interesting consideration.

Price fairness = indicator of whether the price is perceived as appropriate **(3 points)**. Good value for money can provide a great benefit for the customer, and this is evidenced, for example, by the pricing policy of discounters. **(3 points)**



**QUESTION 232 OF 300**

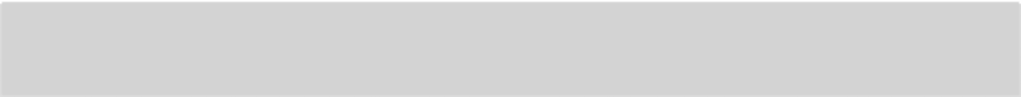
**DLBCRM01\_Offen\_leicht\_F1/Lektion 04**



Explain conjoint analysis and its importance in measuring customer satisfaction.

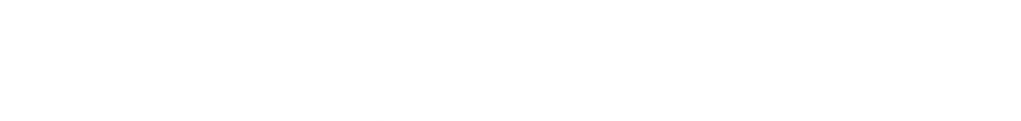
Conjoint analysis is an indirect survey **(2 points)** that is used to analyze the importance of various factors that influence purchasing decisions. **(2 points)**

This analysis allows the company to consider influencing factors in a more differentiated manner and to derive improvement measures from the insights obtained. **(2 points)**



**QUESTION 233 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 04**



Explain the C/D paradigm: What does it represent and what it is used for?

The confirmation-disconfirmation paradigm describes the process of customer satisfaction **(1 point)**.

The extent to which a customer’s expectations have been met must be measured. The customer’s expectation is the comparison standard (target service) **(1 point)**, which they use as the benchmark when evaluating the experience that they actually receive whilst using the product or service (actual service) **(1 point)**.

If the perceived service satisfies the benchmark **(1 point)**, the service is confirmed as satisfactory. This is referred to as confirmation **(1 point)**. If the customer’s expectations are exceeded, then this is called positive disconfirmation **(1 point)**. If the expectations are not met, this is negative disconfirmation **(1 point)**.

The C/D paradigm is used to operationalize customer satisfaction **(1 point)**.



**QUESTION 234 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 04**



Outline the event-related procedure for measuring customer satisfaction and describe it in brief using an example, and discuss the procedure critically.

Event-related procedures only consider one or more specific events **(1** **point)**, an event being defined as the customer coming into contact with the company **(1 point)**.

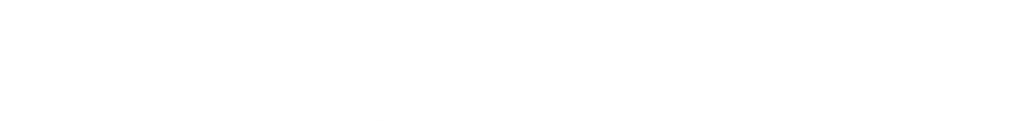
Example: Events such as the customer contacting the service department with an inquiry about the product they purchased or a complaint, set-up question, etc. are taken into account, and the customer’s satisfaction with this specific event in particular is scrutinized. **(2 points)**. This approach is therefore called the spot approach **(1 point)**.

The approach may be suitable for evaluating certain events and then improving them. However, the approach is not so suitable for a more comprehensive determination of customer satisfaction, which should also take other customer touchpoints into account **(2 points)**. It is only able to produce a selective image of the customer as opposed to a ‘single customer view’ **(1 point)**.



**QUESTION 235 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 04**



Describe the influencing factors that shape the relationship between customer satisfaction and loyalty.

Influencing factors: the market environment, the product **(2 points)**, the type of business relationship, and the customers themselves shape the relationship **(2 points),** and they can serve either to strengthen **(2 points)** or weaken **(2 points)** it.



**QUESTION 236 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 04**



Outline the advantages of a well-organized complaints management system and the side effects of complaints management on customer dialogue.

A well-organized complaint management system starts with creating an optimized way of contacting the customer **(1 point)**, provides good organization of the complaint process **(1 point),** facilitates dialogue with the customer **(1 point)** andensures that complaints, but also praise and recognition, can be reacted to **(1 point)** at an early stage .

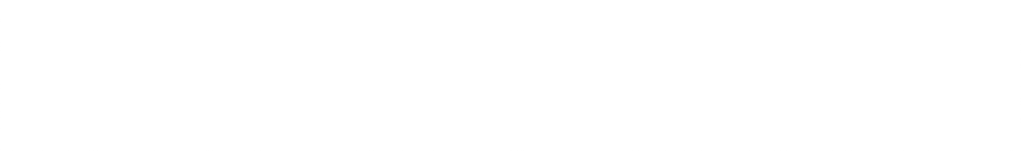
Possible negative effects of complaints **(1 point)** can often be mitigated and intercepted with an appropriate and timely reaction **(1 point)**, and complaint costs can be minimized or even avoided. **(1 point)**

In addition, companies must learn to recognize that complaints and suggestions always contain important information that can be used to improve service and product quality. **(1 point)**



**QUESTION 237 OF 300**

**DLBCRM01\_Offen\_mittel\_F1/Lektion 04**



Outline the importance of employees to customer loyalty, the dimensions of a customer-centric attitude, and how the behavior affects the customer.

A high level of customer orientation by employees has a definite positive effect on customer satisfaction. **(1 point)**

Customer-oriented approaches include two dimensions: customer-oriented attitude **(1 point)** and customer-oriented behavior. **(1 point)**

Viewed in this way, customer orientation takes place in the mind, since it is an attitude. On the other hand, it is expressed as the behavior of the employee towards the customer. **(1 point)** And this behavior, such as, for example, friendly interaction, service orientation, or helpfulness, is what the customer perceives **(1 point)**. Of course, the customer can also perceive unfriendly service, incompetence, or a lack of accommodation on the part of the company. **(1 point)**

No matter how customer-oriented the mindset may be, if the customer does not experience it positively, it will not have a positive influence on the customer’s attitude towards the company. **(2 points)**



**QUESTION 238 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 04**



Customer satisfaction is closely linked to loyalty to a company. In the event

that this customer satisfaction decreases, this usually has **more** than just economic repercussions for the company.

Give an example of how declining satisfaction affects retention and the consequences of allowing a satisfied customer to become a dissatisfied one.

Satisfaction and loyalty are closely related: if you remain dissatisfied with something for long enough, your satisfaction will wane, and your loyalty will weaken or even disappear entirely. **(3 points)**

Example: Imagine that you have signed up for a fitness club. At first you are thrilled with the offering, **(1 point)** equipment, and service, but then the opening hours change, then a short time later the sauna area closes, and then you can only receive trainer assistance for an extra charge. Though you were able to adjust to the changed opening hours, you were not happy about the closure of the sauna area, and you were really disappointed with the new fees. **(1 point)** Your loyalty is lost, and you are now about to cancel your membership. **(2 points)** If you reflect further on this example, you can see that you would certainly not recommend this fitness club to others. **(2 points)**

From the company’s perspective, you are not only a lost customer, but also a lost ambassador! It is a double loss. **(1 point)**



**QUESTION 239 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 04**



Event-related, feature-related, and multidimensional methods are used to measure customer satisfaction.

Describe these methods and show their advantages or disadvantages.

Event-related methods consider a specific event, **(1 point)** an event being understood as each contact the customer has with the company. **(1 point)** This only produces a selective image of the customer as opposed to a “single customer view.” **(1 point)**

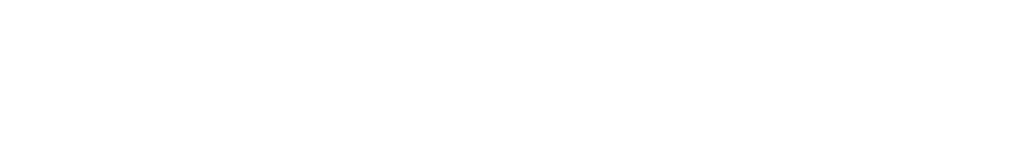
Feature-related procedures are divided into implicit **(1 point)** and explicit procedures; implicit procedures are based on the determination of perceived service deficits, which result from an analysis of customer complaints. **(1 point)** However, since various studies show that not all dissatisfied customers actually complain to the company, the findings from this analysis method should be viewed critically. **(1 point)**

A multi-attribute (multi-dimensional) measurement is performed using a direct satisfaction assessment **(2 points)** to determine the CSI value as a value of overall satisfaction. **(1 point)** One distinguishing feature of the procedure is that it takes account of various aspects related to customer satisfaction. **(1 point)**



**QUESTION 240 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 04**



Customer satisfaction and customer loyalty are closely related. Explain what the effects of high customer satisfaction and customer loyalty are.

The perceived actual service exceeds the expected target service. **(1 point)** These effects can include an increased repeat purchase rate **(2 points)**, increased cross-selling potential. **(2 points)** positive word-of-mouth **(2 points)**, and decreased price sensitivity. **(2 points)**

A loyal customer can be addressed even more intensively in the course of retention measures in order to create a commitment between the company and the customer that is not only based on rational inﬂuence factors, but also on an emotional bond. **(1 point)**



**QUESTION 241 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 04**



In order to boost customer satisfaction, customers should be more closely involved in business activities.

Explain the construct of customer integration and detail how this can be implemented.

Customer integration is the involvement of the customer in the company service provision or innovation process **(3 points)**.

Customer integration can begin at various points of contact between companies and customers. **(1 point)** Essentially, customer integration seeks to involve the customer proactively in the company **(1 point)**. This involvement should go beyond merely stating the customer’s needs and should actually inform the company’s decisions. **(2 points)**. Customer input can be incorporated into product development or even into an innovation process. **(1 point)**

When exploring the experience of integrating customers into innovation processes, it was found that involving customers helps ensure that the design of the product addresses customer needs. At the same time, it was found that customers who are involved in the innovation process have greater satisfaction. **(2 points)**



**QUESTION 242 OF 300**

**DLBCRM01\_Offen\_schwer\_F1/Lektion 04**



Changes in information and communication technology have influenced marketing.

Discuss what opportunities are afforded by these changes, but also what risks may arise for the future.

The transition to digital technologies has inﬂuenced marketing in various ways. Current information and communication technologies have allowed for greater transparency, especially with regard to the opportunities for generating knowledge about the market or customers. **(3 points)** Companies can reach and also interact with customers via various new channels. **(2 points)** At the same time, customers are able to easily obtain comprehensive information about the offerings on the market, to compare them, and to find out the opinions of other customers. **(2 points)**

The credibility of this information and how it is perceived have been discussed in very different ways, and critical observers argue that the level of trust in this information has decreased. **(2 points)**

These developments have also inﬂuenced customer loyalty, which seems to have lost its importance for the customers themselves. It is therefore conceivable that the loss of trust in information conveyed through media could cause the customer’s own experiences to become more important to the establishment of trust in the future, and identity to play an important role in the market- and customer-orientation of companies. **(1 point)**



**QUESTION 243 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 05**



Outline what is meant by customer retention or customer loyalty.

Customer loyalty is understood to mean all psychological awareness processes **(1 point)** or observable behavior of the customer **(1 point)** in which the customer maintains **(1 point)** or intensifies **(1 point)** their relationship with the company **(1 point)** as a result of certain factors that determine their loyalty **(1 point)**.



**QUESTION 244 OF 300**

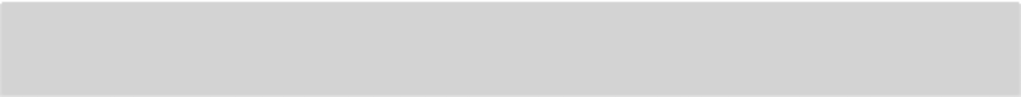
**DLBCRM01\_Offen\_leicht\_F2/Lektion 05**



Outline the six building blocks of a customer loyalty strategy

1. Who: target group
2. How: types of customer loyalty
3. With what tools: customer loyalty tools
4. How often and when: intensity and timing of customer loyalty
5. With whom: cooperation strategies for customer loyalty
6. What: reference object of customer loyalty

## (1 point each)



**QUESTION 245 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 05**



Outline what questions should be clarified in order to select the appropriate set of tools for use in customer loyalty management.

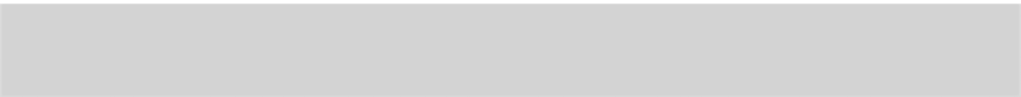
Based on the various customer loyalty phases, the following must be clarified:

… which tools can be chosen to acquire new customers **(1.5 points)**

… how customers can be retained **(1.5 points)**

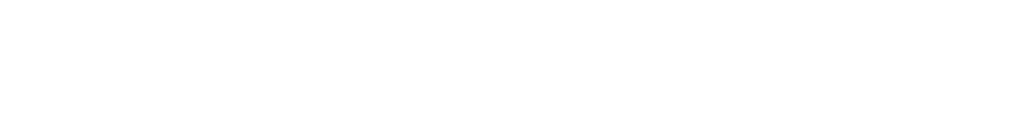
… how to retain or recover customers who have churned or are about to terminate their relationship with the company **(1.5 points)**

… what the appropriate way to end a relationship is **(1.5 points)**



**QUESTION 246 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 05**



Explain the difference between commitment and connectedness in customer relationships.

Commitment: the customer is restricted in their future freedom of choice, which can have both positive and negative consequences e.g., in the case of a contractual commitment that cannot be broken. **(3 points)**

Connectedness is a positive bond that arises voluntarily and is based on the quality of the relationship or sense of trust in the company. **(3 points)**.



**QUESTION 247 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 05**



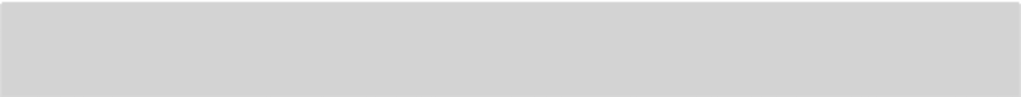
Explain what stimulation strategies can be used for and give some ways in which it can be operationalized.

These strategies are used in the acquisition phase.**(1 point)**

The idea is to create incentives to turn a potential customer into a regular customer. **(2 points)**

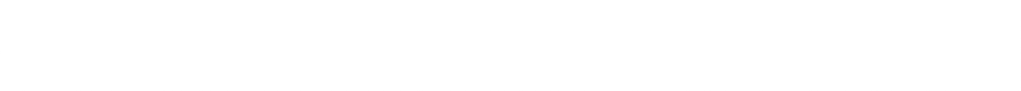
These incentives can include discounts, special offers, or competitions. **(2 points)**

Campaigns can take place both online and offline. **(1 point)**



**QUESTION 248 OF 300**

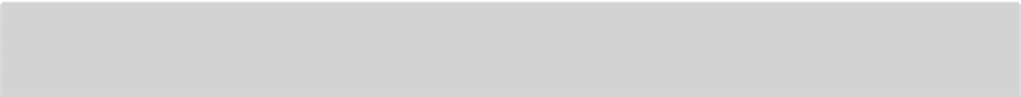
**DLBCRM01\_Offen\_mittel\_F2/Lektion 05**



Outline the tasks of customer loyalty management.

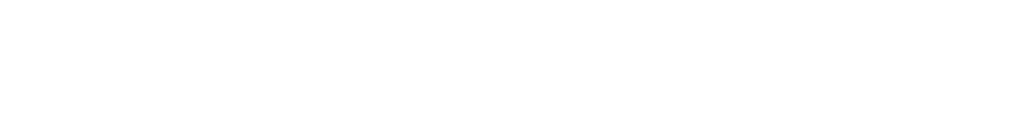
Customer loyalty management systematically analyzes and plans **(1 point)** the required measures **(1 point)** to address the potential **(1 point)** and current customer base **(1 point)** with the aim of building **(1 point)**, cultivating **(1 point)**,and intensifying **(1 point)** relationships.

In addition, customer loyalty management is responsible for implementing and monitoring these measures. **(1 point)**



**QUESTION 249 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 05**



Name the five phases of the customer loyalty chain of effects, and outline what they mean and how they are measured for three of these phases.

1. First contact: purchase, use of a service
2. Customer satisfaction: assessment based on comparing actual service to expected one
3. Customer loyalty: acceptance, trust and positive attitudes
4. Customer retention: repeat purchases, cross-buying and recommendations
5. Economic success

## (1 point for each mention and an additional point for each explanation for a maximum of 8 points)



**QUESTION 250 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 05**



There are three phases of customer loyalty in marketing. When a company selects a relationship orientation, it should align its marketing tools with these phases.

Name the three phases and provide a brief explanation of each of them, and name two relevant promotional tools for each phase.

Recruitment: customer acquisition with a focus on customer dialog **(2 points)** Tools: direct mailing, mass communication with dialogue function, and sales promotion

Retention: customer loyalty with a focus on customer satisfaction **(2 points)** Tools: customer magazines, customer clubs, sponsoring, direct mail

Recovery: customer recovery with a focus on barriers to change **(2 points)** Tools: direct mail,

phone marketing, personal conversation, invitation/events

## (1 point for each tool set/assignment to correct phase)



**QUESTION 251 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 05**



Companies try to derive benefit from customers through long-term contracts.

Discuss the pros and cons of this approach in terms of customer satisfaction.

The economic benefit is important **(2 points)**, but it must not be achieved at the expense of commitments that the customer resents, particularly as a result of being locked into long-term commitments **(2 points)**.

A long-term relationship should always be achieved through customer satisfaction **(2 points)** and ideally voluntary connectedness **(2 points)**.



**QUESTION 252 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 05**



Explain what 'real customer loyalty’ means, why it is beneficial, and how it can be achieved.

Real customer loyalty is characterized by the voluntary nature of the relationship, which is the result of a loyalty strategy. **(2 points)** The customer identifies with the company and its offerings in such a way that it completely rules out changing suppliers. **(2 points)**

This type of emotional bond can be established by offering customer-specific services (customization). **(2 points)**

These services contribute to a sense that the customer’s expectations are being more than met and help foster a sense of trust in the supplier **(2 points)**.



**QUESTION 253 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 05**



Describe what is meant by ‘behavioral loyalty’ using an example, and explain what precedes the behavior.

If a customer remains loyal to the company and its products despite possible grounds for dissatisfaction with a company, then they are exhibiting behavioral loyalty. **(3 points)**

An example: a bank customer who, despite not being satisfied with all of their bank’s conditions, does not switch for various reasons, such as convenience. Something similar applies to mobile phone contracts. **(3 points)**

The causes are cognitive, affective and dispositional aspects that vary significantly depending on the individual person, i.e., the rational perception, the emotional feeling **(2 points)**, and the triggered specific intention to buy and act that precedes the behavior. **(2 points)**



**QUESTION 254 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 05**



Outline the phases into which customer loyalty can be divided and how to act in these phases.

In the customer acquisition phase, the key goal is to encourage and acquire the customer.**(3 points)**

The retention phase focuses on fostering connectedness and a sense of commitment to the company. **(3 points)**

Recovery strategies include measures to make amends to the customer or to improve the offering **(2 points)**, and if the relationship is terminated, a distinction is made between hidden and open termination. **(2 points)**



**QUESTION 255 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 05**



Name the three steps of a customer recovery process, and explain the importance of recovery analysis, using an example.

Recovery analysis **(1 point) –** recovery activities **(1 point)** – recovery monitoring **(1 point)**

The reasons for dissatisfaction or defection must be analyzed and the customer value must be determined so that investment can be made in future profitable customers. It is also important to analyze whether it is worthwhile investing in a customer who wishes to defect from the company or has already churned. **(3 points)**

Example: There can be various reasons for terminating or ending a business relationship, e.g., you move, the baker on the corner is no longer appealing, or you stop practising a certain sport. **(2 points)** Or for a business-to-business relationship: you have converted your production and you no longer need the product of a supplier. **(2 points)**



**QUESTION 256 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 05**



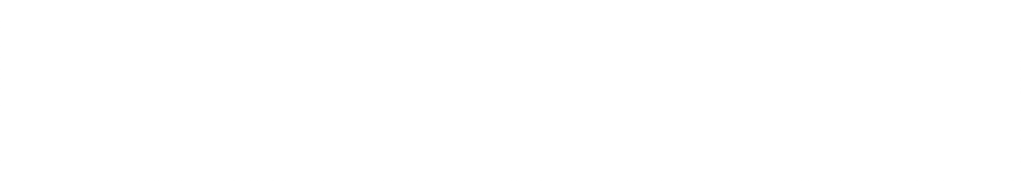
In simple terms, what do you need to clarify in order to derive concrete measures from customer loyalty management strategies? Explain each aspect with an example.

You must clarify which customers should be retained (e.g., based on a certain customer value) **(2 points)**, how the retention should be implemented (geographically, technically, or economically) **(2 points)**, which tools can be used (e.g., customer card, bonus system, exclusive and outstanding service) **(2 points)**, how often and at what point in time customers should be addressed, with whom partnerships may be established (e.g., transport companies and tour operators) **(2 points)**, and what specific services or types of added value should be offered to the customer (e.g., conversion of bonus program points into benefits in kind, upgrades, etc.). **(2 points)**



**QUESTION 257 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 05**



Despite all the efforts a company may make, customer relationships come to an end for a variety of reasons.

Explain the different ways of dissolving these relationships from both a company and customer perspective.

The relationship can be dissolved either directly or indirectly, and by the customer or by the company. **(2 points)** When a customer defects slowly, the relationship fades away **(2 points)**, which is an indirect process.

If the customer terminates a contract, this is a direct process. **(2 points)**

The company can also terminate the relationship indirectly: if a customer is no longer of interest to a company (due to cost escalation) **(2 points)**, then the relationship is also allowed to slowly fade away. The relationship can also be terminated directly, e.g., if an insurer gives the insured person notice of termination (fait accompli). **(2 points)**



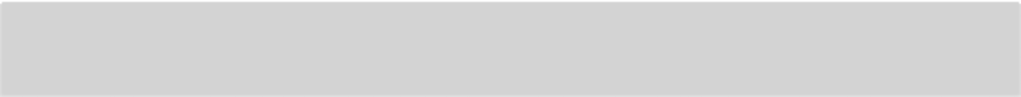
**QUESTION 258 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 06**



Outline what is meant by the customer’s ‘relationship potential.’

Not only is the relationship potential of the customer, including their potential as a recommender within their personal relationship network (reference potential) **(3 points)** taken into account, but their potential as a supplier of information to the company is also weighed **(3 points)**.



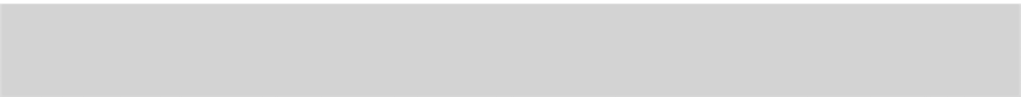
**QUESTION 259 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 06**



Explain how the customer lifetime value is calculated and what a high CLV indicates.

The calculation of the customer lifetime value is usually based on a dynamic investment calculation approach. The entire duration of the customer relationship is included in the calculation of the customer value. **(2 points)** Past data as well as expected future sales are taken into account. **(2 points)** The company can use the calculated CLV as a benchmark: the higher the CLV, the more proﬁtable the customer is, or the more justified investments in the customer are. **(2 points)**



**QUESTION 260 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 06**



Provide an example of why customer segmentation is important.

Segmentation is important because customers cannot simply be pigeonholed into overly broad categories, which would make it impossible to address the target group properly. **(2 points)**. Taking the food industry as an example, it is safe to assume that everyone needs to eat, but that does not necessarily mean that a company in this industry should address everyone. The specific product plays a role here along with the corresponding market environment, etc. **(2 points)** Without such segmentation, it is highly likely that the company will waste their marketing budget. Therefore, the company has to find out how the customer groups differ from each other and how the customers are similar **(2 points)**.



**QUESTION 261 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 06**



Explain what should be considered when choosing an approach for calculating customer value in order to obtain meaningful results.

The human factor

In order to calculate a customer’s value, in addition to the cost and revenue factors, the customer contributions that result from their recommendations and from the information or cross-buying potential must also be factored in. **(3 points)**

Since the different approaches to measuring customer value vary in significance, the specific company objective should be taken into account when selecting a method, and a critical assessment should not be left out. **(3 points)**



**QUESTION 262 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 06**



Explain what is meant by ‘variety seeking’ and describe the relationship between satisfaction and loyalty.

Variety seeking denotes the customer’s desire for different suppliers. **(2 points)** Even though they may be satisfied with an offering, they will choose another supplier. **(2 points)** They might be greatly satisfied, but they feel little commitment. **(2 points)**



**QUESTION 263 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 06**



Customer value can be viewed from either the customer or the supplier perspective.

Outline both approaches.

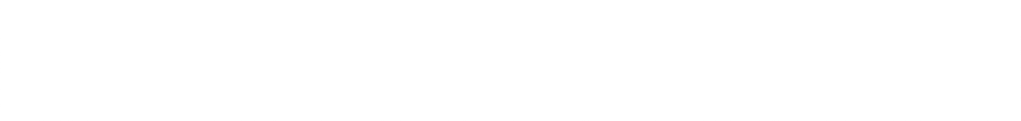
From the customer’s point of view, the concept of customer value includes the net benefit that the customer attributes to a business relationship. **(2 points)** The net benefit, which is also known as customer value, describes the value that the customer attaches to the relationship with the company. **(2 points)** This customer value is the benefit actually perceived by the customer, e.g., due to a good price-performance ratio or the quality of an offering. **(2 points)**

From the supplier’s point of view, customer value is understood as a customer’s contribution to achieving the company’s goals, both monetary and non-monetary. **(2 points)**



**QUESTION 264 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 06**



Outline the customer contribution margin calculation and detail an associated problem area.

The customer contribution margin analysis is an extension of the customer revenue analysis, and it includes costs that arise in individual customer relationships or in customer groups, since calculations that are limited to customer revenue say little about the proﬁtability of the customer relationship. **(2 points)**

The aim of the customer contribution margin calculation is to show what contribution margin a customer is responsible for, i.e., the extent to which the customer covers the company’s overheads and contributes to the company’s profit. To calculate it, all costs that can be attributed to a customer (e.g., advertising costs, sales costs, etc.) are deducted from the revenue generated from the customer. **(2 points)**

This is also where one of the problem areas becomes apparent: the exact determination of the costs incurred by the customer. For example, advertising costs can be attributed to individual customers using an arbitrary formula. **(2 points)**

Depending on the objective of the calculations, the current, expected, or absolute customer contribution margin can be calculated. **(2 points)**



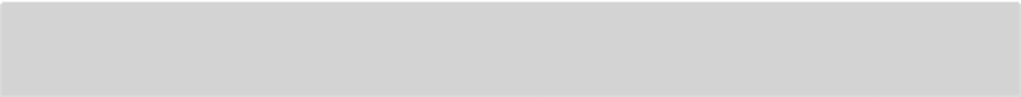
**QUESTION 265 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 06**



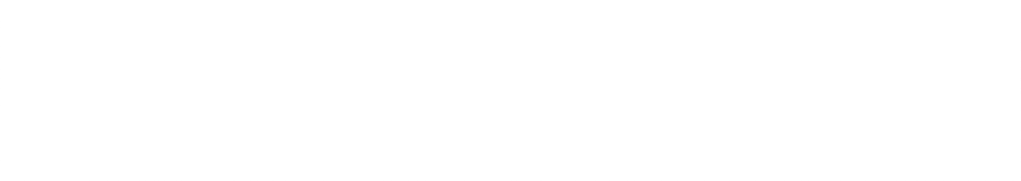
Explain how customer segmentation

1. is performed
2. what its purpose is
3. The goal of segmentation is to form customer groups that are as homogeneous as possible within their segment (2 points), i.e., that are similar in their attitudes, expectations, or even market reactions. However, there are differences between the customer segments. **(2 points)**
4. This segmentation allows companies to work on one or more of these customer segments in a targeted manner and to meet their respective needs. **(2 points)** They help the company to better ‘understand’ their customers by classifying them into certain segments and to formulate more precisely their customer-related economic goals for the respective customer segment. **(2 points)**



**QUESTION 266 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 06**



Customer value can be viewed from either the customer or the supplier perspective.

Explain what frame of reference should be taken into account when looking at customer value from the supplier’s point of view.

It must be clarified whether the entire customer relationship **(1 point)**, a single customer group **(1 point)**, a specific customer segment **(1 point)**, or an individual customer relationship **(1** **point)** should be assessed. **(1 point)**

The time frame is also relevant **(1 point)**: is the company concerned about the actual values, i.e., the current state, **(1 point)** or about potentially expected (future) value contributions from customers? **(1 point)**



**QUESTION 267 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 06**



Explain two-dimensional segmentation. Outline the success chain of customer loyalty.

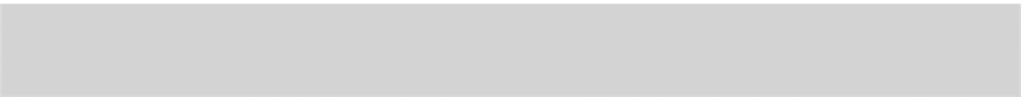
Show which segmentation phases come into play in the customer relationship.

Two-dimensional segmentation considers two links in the success chain. **(1 point)** The success chain is: measures – customer satisfaction – customer loyalty – economic success. **(2**

**points)** It differentiates between four customer types in the portfolio based on two dimensions.

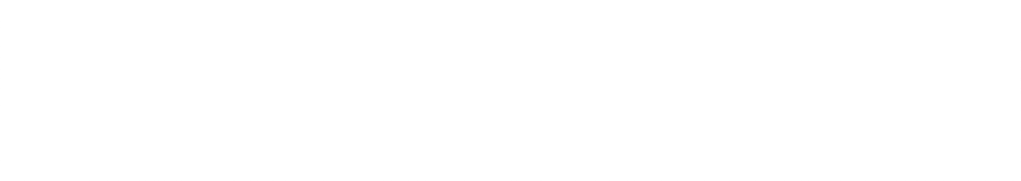
## (2 points)

The segmentation is based on the satisfaction potential, the customer retention potential, and the success potential. **(3 points)**



**QUESTION 268 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 06**



Basic volume is an important metric for determining customer value from a transactional perspective.

Explain how the basic volume is determined, and explain the meaning of this key figure using an example.

When considering transactions, the basic volume represents the range that is derived from the purchase history and can therefore be weighted as an expression of the intensity of an existing customer relationship. **(2 points)** The assumption is that intensive customer relationships can be viewed as expressing habitual buying behavior **(2 points)**, and these customers are immune to competitive offers. **(2 points)** Example: a customer always buys the same muesli. Since they like it, they don’t have to think long and hard about a buying decision in the store. They are satisfied, their needs and requirements for muesli are covered, and there is no reason to develop an interest in or buy other products. In this case, the customer will not be tempted by a cheaper offer from the competition, since it may not match their taste preferences. **(this example = 3 points)**.

Information about the basic transaction volume is also relevant when analyzing a customer’s growth potential, since repeat purchase behavior and cross- and up-selling potential must be considered in relation to this. **(1 point)** Long-standing, regular customers will often buy other products from the company or, if household income increases, they will also be able to afford the company’s higher priced offerings.



**QUESTION 269 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 06**



Describe what ABC analysis is, and describe its benefits and limitations.

ABC analysis is a one-dimensional process that classiﬁes customers according to their sales and contribution margins. **(2 points)** It can be formulated simply: this calculation determines the share of the total revenue that the individual customer is responsible for. Depending on the sales volume, the customer is assigned a value class ranging from A (largest revenue) to C (smaller revenue). **(2 points)**.

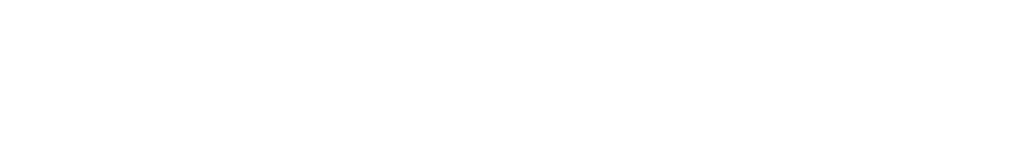
Benefits: ABC analysis often confirms the 80/20 rule, i.e. that 20% of customers account for 80% of total revenue. However, the customers responsible for the largest revenues are not necessarily the customers who are automatically prioritized, since ABC analysis often only represents an initial starting point for customer classification. **(3 points)**

Limitations: an evaluation of which customers should be prioritized in the future cannot be conclusively clarified from a revenue perspective alone: it is conceivable that the ‘A’ customers of a supplier of high-priced luxury items make the largest contribution to sales, but their needs are very exclusive, and their customer care is consequently very expensive, and therefore lower-revenue customer groups must also be invested in. **(3 points)**



**QUESTION 270 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 06**



A relationship-oriented customer segmentation is based on the three phases of CRM and, within these phases, on the respective success chains.

Explain what the success chain is as part of the customer acquisition phase.

The success chain in the customer acquisition phase is based on the goal of acquiring new customers. **(2 points)** To do this, the company must arouse the customer’s interest (2 points), and, ideally, this interest should lead to a purchase of the product. **(2 points)**

The success chain begins with the measure (communication) **(1 point)** that is intended to achieve a psychological effect (interest) **(1 point)** in order to trigger a behavioral effect (purchase) **(1 point)** that ultimately represents an economic effect (sales) for the company. **(1 point)**



**QUESTION 271 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 06**



Illustrate what influences customer-loyalty-based segmentation and what the identifiable types of customer loyalty are.

In customer-loyalty-based segmentation, the dimensions of commitment and connectedness influence customer loyalty. There are four types of customer loyalty that can be identified during this process: **(2 points)**

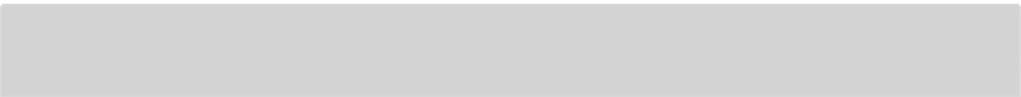
Artificially loyal customers (high level of commitment and low level of connectedness, e.g., in

the case of a contractual commitment) **(2 points)**

Securely loyal customers (high levels of loyalty and connectedness, e.g., in the case of contractual commitment and emotional attachment) **(2 points)**

Non-loyal customers (neutral customers) **(2 points)**

Emotionally attached customers (high connectedness without commitment) **(2 points)**



**QUESTION 272 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 06**



Explain why customer portfolios should be created and how the results can be used.

Companies need customer portfolios because it is in their interest to invest in the right customers, i.e., proﬁtable customers, and to find them in the first place. **(2 points)** Ideally, these customers should not only be retained over the long term, but the value of these customer relationships should also be increased. **(1 point)**

A central task of CRM is to determine the actual and potential value of customers’ contributions and to boost the optimization of these contributions. Portfolios help companies to recognize the factors that inﬂuence customer value **(2 points)** and to identify the corresponding customer segments so that they can address the worthwhile customer groups more intensively. **(2 points)**

This highlights what role not only a precise customer value assessment, but also careful segmentation plays when it comes to identifying both value-adding and value-impairing areas, so that the company can act accordingly. **(2 points)** This means expanding value-adding areas and either making value-impairing areas profitable again or, if necessary, ending customer relationships. **(1 point)**



**QUESTION 273 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 07**

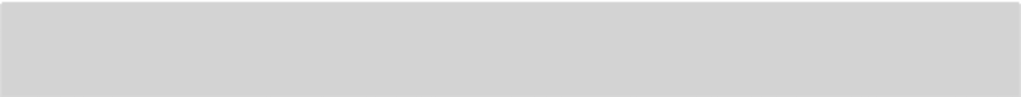


Name the goals of the various phases of CRM.

Acquisition phase: attract customer attention, pique their interest, raise their awareness, and encourage them to make a purchase. **(2 points)**

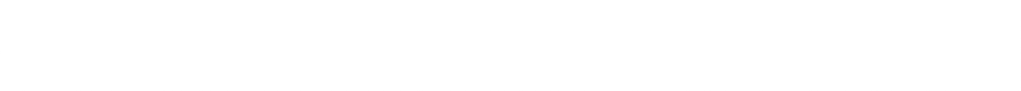
Customer loyalty phase: build up satisfaction, interest customers in additional services and develop loyalty. **(2 points)**

Recovery phase: regain interest, restore trust, and demonstrate reliability. **(2 points)**



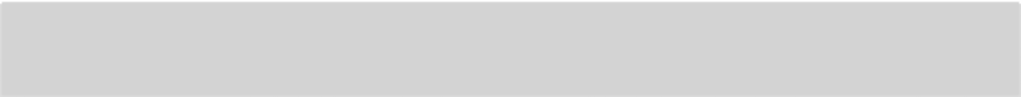
**QUESTION 274 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 07**



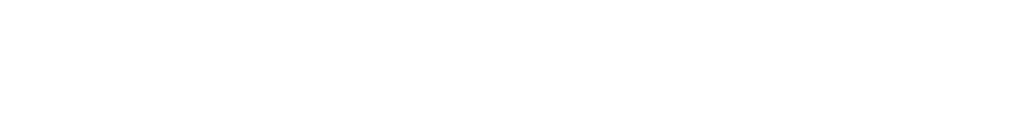
Name the steps involved in deriving a CRM strategy.

1. Clarification of the initial situation and performance of a market and competition analysis **(2 points)**
2. Target and target group determination (customer segmentation) **(1 point)**
3. Strategy development for designing customer relationships **(1 point)**
4. Derivation of the tools **(1 point)**
5. Taking account of the success chain **(1 point)**



**QUESTION 275 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 07**



Explain the difference between motivation and persuasion strategies during the customer acquisition phase.

The motivation strategy tries to create incentives for customers that encourage them to make impulse purchases. **(3 points)**

The persuasion strategy is less reliant on trying to motivate such immediate impulses to act. Instead, attempts are made to persuade through arguments and information. **(3 points)**



**QUESTION 276 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 07**

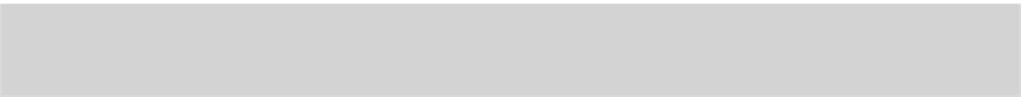


Outline the customer types that are known to be relevant for the customer recovery phase.

Customers who have expressed their desire to defect, but have not yet finally decided to turn their backs on the company. **(2 points)**

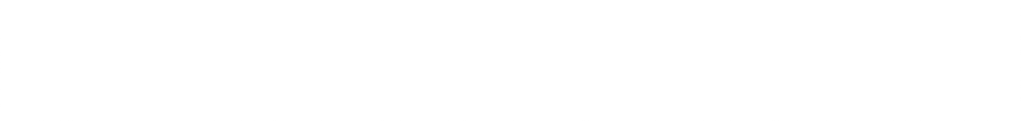
Customers who wish to defect and are already determined to do so, e.g., they have already terminated an existing contract by the due date. **(2 points)**

Customers who actually end the relationship, e.g., those whose contractual commitment has already expired.**(2 points)**



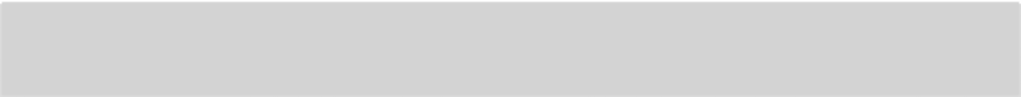
**QUESTION 277 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 07**



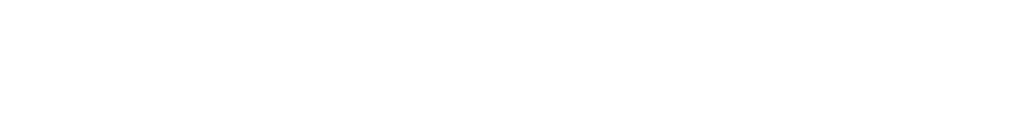
Explain what is meant by ‘value-added services,’ and provide an example.

Value-added services are a company’s offerings and services **(2 points)** that provide the customer with value that is additional to the actual product **(2 points)** (e.g., an installation service when buying a washing machine). **(2 points)**



**QUESTION 278 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 07**



Describe why CRM strategies are needed and what a CRM strategy includes.

CRM strategies are based on a business objective and define a framework for action. **(2 points)** An analysis of the initial situation helps to clarify which customer groups should be addressed **(2 points)** and which tools should be used to do this **(2 points)** in order to shape customer relationships and increase customer satisfaction, loyalty and value. **(2 points)**



**QUESTION 279 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 07**

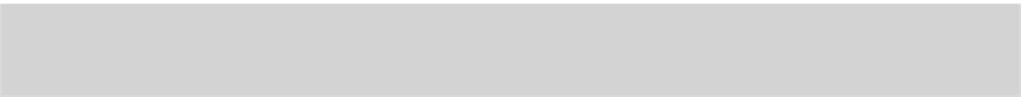


An important phase of customer loyalty is the phase that directly follows the purchase. Name and describe this phase and explain its importance.

The purchase is followed by the ‘socialization phase.’ **(2 points)**

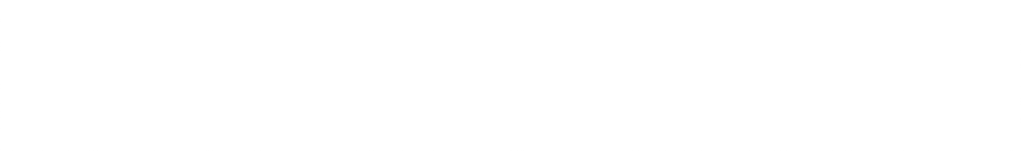
During this phase, familiarization strategies can help introduce the customer to the company. **(2 points)**

Since it is at this point that the foundation for the future of the relationship is laid, this is an extremely important phase (**2 points**), as trust can be created and any desire to immediately bolt for the offering of a competitor can be counteracted. (**2 points**)



**QUESTION 280 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 07**



Explain what is meant by a complaint.

Also, name the steps required to turn a dissatisfied customer back into a satisfied one through planned complaint management.

A complaint is the articulation of a customer’s dissatisfaction with the company. **(3 points)**

The path: dissatisfied customer – complaint stimulation **(1 point)** – complaint acceptance **(1 point)** – complaint processing **(1 point)** – complaint reaction **(1 point)** – complaint processing **(1 point)** – satisfied customer



**QUESTION 281 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 07**



During the customer retention phase, relationships should be built up and strengthened, but also maintained.

Explain this phase and its significance, using an example.

During the customer retention phase, relationships should be built up and strengthened, but also maintained. A distinction can be made between a growth phase and a maturity phase. **(2 points)**

In the growth phase, strategies should ensure that the nascent customer relationship is able to begin growing. **(2 points)**

During the maturity phase, the strategies should advance the existing relationship and stabilize it over the long term. **(2 points)**

Example: Applying a metaphor from nature, we can visualize this process using the example of a tomato plant: after germination, the plant needs a lot of care until it grows big and strong, so that it can be transplanted from the nursery pot into the large garden bed. Then comes the far more difficult part: the plant must be protected from extreme environmental influences and, if it is bearing a lot of fruit, it must be supported so that it does not snap, thereby losing the harvest. **(2 points)**.



**QUESTION 282 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 07**



Explain the role of quality management with regard to customer relationships.

Quality management has a direct effect on customer satisfaction and is therefore a prerequisite for building customer relationships **(2 points)**. Quality management is always directed both inwards and outwards **(2 points)**. Within the company, it should be focused on productivity and error rates, and with regard to customer orientation, it should target profit, market share, or repeat purchases and cross-selling potential **(2 points)**.

The selected quality management tools are based on quality planning and quality monitoring. The quality strategy relates to the supplier’s products and services, which must be based on the specified quality standards **(2 points)**.



**QUESTION 283 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 07**



Customers are leaving a company in droves. It turns out they are migrating to the competition.

What information does the company need to collect in order to be able to initiate appropriate recovery measures?

The reasons for defection must be carefully analyzed in order to be able to derive appropriate measures. **(2 points)** Since not all defecting customers should, can, or even must be addressed, the customer value is an important indicator to consider when deciding on further action. **(2 points)** The evaluation of customer portfolios also provides important insights. **(2 points)** In addition, the company must clarify which of these customers to establish relationships with and which relationships appear worthwhile over the long term. **(2 points)** From the customer’s perspective, it must be clarified what the customer actually expects from the company and what the relationships could look like in the future. **(2 points)**



**QUESTION 284 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 07**



In some cases, a company uses the strategy of de-escalation when terminating customer relationships. Explain what this means with an example.

A company may have reason to end the relationship with a hitherto good customer, e.g., due to a strategic reorientation. **(1 point)** However, it does not want to do this directly for tactical and economic reasons, nor does it want to annoy the customer. **(2 points)** In this situation, we say the company opts for a strategy of de-escalation. **(2 points)** However, such a scenario is only conceivable if the customer can continue to use their previous services.

For example, a hotelier buys certain tableware for the restaurants in their hotel chain, and regularly adds to it, but the supplier then decides that they will only produce for the private customer market going forward and removes the catering line from its offerings. **(2 points)** The customer may be able to access a supply of pieces for a while using residual stock, but the end of the relationship is foreseeable **(3 points)**.



**QUESTION 285 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 07**



Describe the two basic strategic options in the customer retention phase and what time horizons they are focused on.

One of the strategic options available in the customer retention phase is the connectedness strategy **(1 point)**, which aims, on the one hand, to achieve customer loyalty via psychological determinants, such as the quality of the relationship or customer satisfaction. **(2 points)** On the other hand, the retention strategy **(1 point)** tries to build up and strengthen customer loyalty by erecting barriers to change. **(2 points)**

Both strategies are divided in terms of their timeframes into short-term and long-term approaches. **(1 point)** Thus, short-term connectedness strategies include offering discounted products and services, for example, but also a surprise gift or a free service in connection with a purchase (e.g., free delivery or installation service). **(1 point)**

In contrast, a short-term retention strategy uses short- to medium-term barriers to switching (e.g., a three-month trial contract) to promote customer loyalty. **(2 points)**.



**QUESTION 286 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 07**



Explain the importance of communication measures for relationship building, and outline what such measures involve and what function they serve.

Communication measures are useful not only for helping to build relationships, but also for nurturing them. **(1 point**. The measures range from classic dialog marketing and customer clubs (‘loyalty programs’) **(1 point)** to customer magazines. All of the measures are aimed at increasing the exchange of information between suppliers and customers **(1 point)**, not only in order to inform customers about offerings **(1 point)**, but also for the purpose of promoting dialog **(1 point)**. This information allows the company to craft an individualized customer approach, customize products (by adapting strategy, products, and services to suit individual customer interests) **(1 point)**, and boost use of the supplier’s services (repeat and multiple purchases, cross- and up-selling) **(1 point)**, and also to erect barriers against switching to a competitor **(1 point)**.

However, in order to be able to make a long-term contribution to customer retention, the measures must always be selected in light of the strategic aspects and in a goal-oriented manner, and therefore long-term authentic and credible dialog must be maintained with the customer. **(1 point)**.



**QUESTION 287 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 07**



Sometimes customer relationships have to be ended.

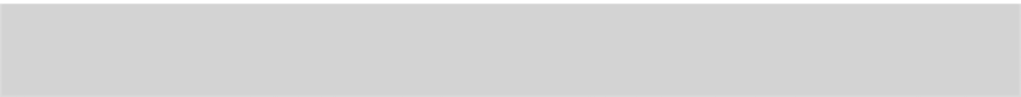
Explain how this process proceeds and what to look out for.

If a customer relationship can no longer be maintained despite all efforts, or if the supplier has economic reasons for terminating the relationship, then an open or a covert approach can be chosen depending on the strategy adopted. **(2 points)**

In the case of an open termination, the end of the business relationship is communicated directly to the customer. For example, an insurance company may choose to terminate an insurance policy. **(1 point)** The company can choose to terminate the policy without further justification (fait accompli strategy) **(1 point)** or by providing an explanation to the customer (declared termination strategy.) **(1 point)** It is also conceivable that an agreement might be possible that would allow the contract to continue (consensual negotiations strategy) under certain conditions. **(1 point)** And last but not least, the insurer could propose conditions to the insured that would allow the policy to be continued, but which would have to be accepted by the policyholder without the option for negotiation (non-negotiable take-it-or-leave-it strategy). **(1 point)**

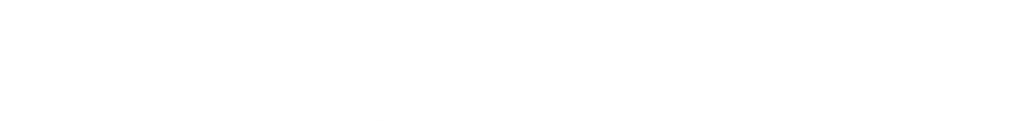
Under the covert strategy, on the other hand, the customer is not directly informed of the termination of the business relationship. **(1 point)**.

Basically, a distinction is made between passive and active withdrawal, and in addition to the strategy of de-escalation, we can also identify the escalation, ‘letting go’ and withdrawal strategies. **(2 points)**



**QUESTION 288 OF 300**

**DLBCRM01\_Offen\_leicht\_F2/Lektion 08**



Briefly describe the importance of customer databases and what data is collected in them.

Customer databases provide the basis for pooling customer information as collected from the various transactions with the customer. **(2 points)**

In addition to the master data **(1 point)**, such customer databases also contain information on all transactions, such as purchases, returns, complaints, and also customer suggestions **(2 points)** and a collection of all the contacts made via e-mail, phone, etc. **(1 point)**



**QUESTION 289 OF 300**

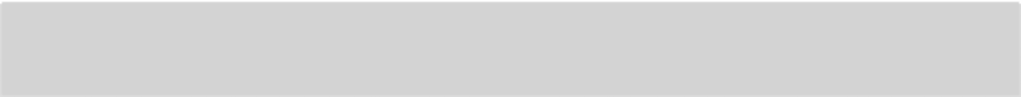
**DLBCRM01\_Offen\_leicht\_F2/Lektion 08**



When customer data is collected, ‘psychographic data’ is among other information also collected.

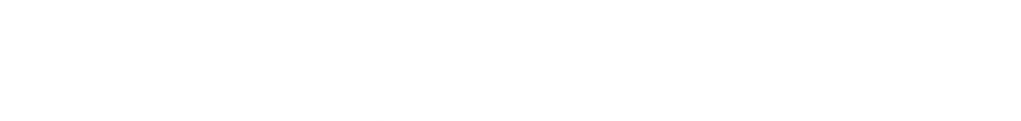
What does this term mean?

Psychographic data consists of data about customer attitudes. **(2 points)** This data encompasses everything from lifestyle preferences, values, and desires **(2 points)** to willingness to take risks and make commitments. **(2 points)**



**QUESTION 290 OF 300**

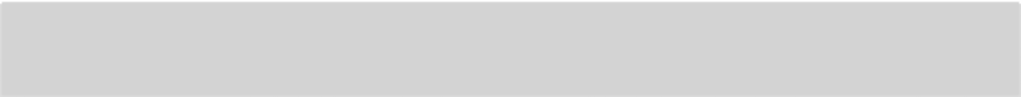
**DLBCRM01\_Offen\_leicht\_F2/Lektion 08**



Explain what is meant by data mining and what it is used for in CRM.

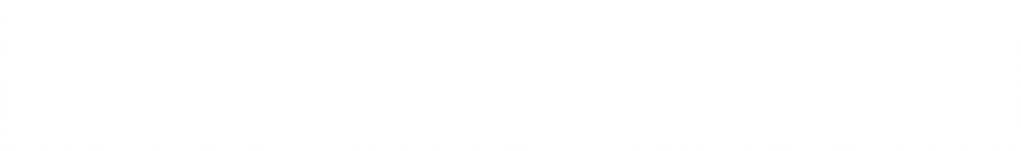
Data mining is a (frequently automated) process **(1 point)** for ‘digging into’ data collected **(1 point)** in order to identify possible connections between customer behavior and customer-oriented business processes. **(2 points)**

The fundamental goal of the process is to find the really important information in the big data jungle. This process is usually performed automatically and is divided into six steps. **(2 points)**



**QUESTION 291 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 08**



What should a CRM monitoring process check for?

At which levels does monitoring take place, and what are the results used for?

This monitoring must comprehensively check to what extent the CRM activities are successful and contribute to customer satisfaction and loyalty, **(2 points)** and whether monetary and non-monetary objectives can be achieved. **(2 points)**.

Monitoring takes place at both the strategic and operational levels **(2 points)**

On the one hand, the results constitute proof of whether the goals set have been achieved, but they also serve to optimize future action planning. **(2 points)**



**QUESTION 292 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 08**



Explain what knowledge management is and the importance of knowledge management in CRM.

Knowledge management represents the totality of measures taken to utilize existing knowledge within a company. **(3 points)**

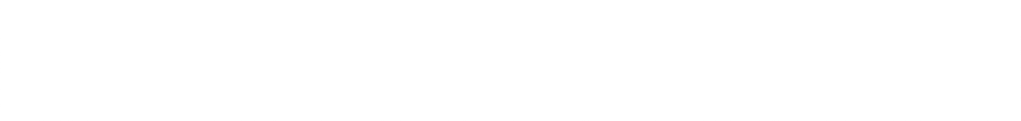
Knowledge management has also shown itself to provide helpful support here, since not only does data need to be collected carefully and purposefully, but the processing and derivation of the required actions is also key to successfully implementing CRM activities. **(3 points)**

Knowledge management provides the interface between the IT infrastructure for data collection and the development of effective and efﬁcient customer management. **(2 points)**.



**QUESTION 293 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 08**



The implementation of CRM strategies is a complex task. Briefly outline what needs to be considered and the goal is.

In order to implement a structure that is capable of facilitating action and interaction between various actors, **(2 points)** the necessary conditions must be established in all departments involved so that measures can ultimately be designed in such a way as to foster a holistic customer relationship. **(2 points)**

Everything has to work together, and so, for example, data must not only be collected, but also evaluated and understood in context. **(2 points)** It is not just about the technical solution for data processing, but also about the targeted use of this data and the knowledge that can be derived from combining this accumulated data with an analysis of it. **(2 points)**.



**QUESTION 294 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 08**

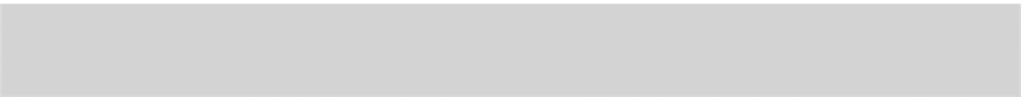


The operational and analytical CRM approaches cannot be viewed separately from one another.

Outline how they interact with each other and why this interaction matters.

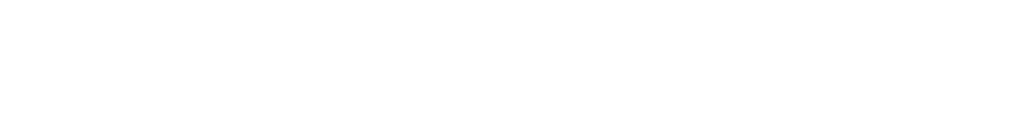
In order to be able to generate a uniform picture (under the single customer view approach), operational and analytical processes cannot be viewed separately, but must instead be taken together **(2 points)**.

The analytical tasks **(1 point)** of customer value analysis, customer characterization, and segmentation, along with the target group or migration analysis, cross-selling analysis, and customer risk and target group analysis **(2 points)** support the operational processes **(1 point)**, i.e., the marketing, sales, and service processes and the provision of services **(2 points)**.



**QUESTION 295 OF 300**

**DLBCRM01\_Offen\_mittel\_F2/Lektion 08**



Explain why it is important to collect descriptive and explanatory data. Also provide an example of each of these different types of data.

Though descriptive data, such as customer numbers or product groups, may be very important from a business point of view **(2 points)**, it tells us nothing about the reasons for the customer’s purchasing or the relevant relationship factors. **(2 points)**

Therefore, the data should be evaluated holistically. Data mining is focused on the explanatory data **(2 points)** that can be used for all areas of the CRM process.

Explicit data provides insights through interpretation by answering such questions as, “Why does a customer always buy a certain product on Saturday?” **(2 points)**



**QUESTION 296 OF 300**

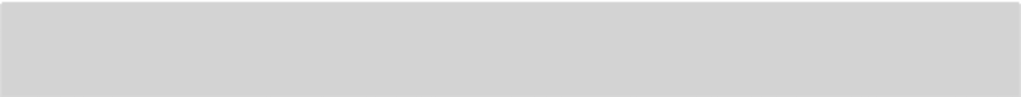
**DLBCRM01\_Offen\_leicht\_F2/Lektion 08**



Explain what is meant by economic and pre-economic effects, and name two measurement methods for each.

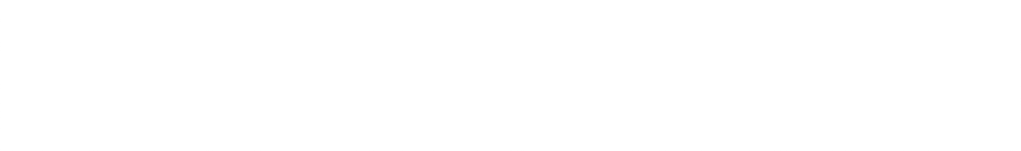
Pre-economic effects = psychological goals. Measurement: feature, event, and problem measurements. **(3 points)**

Economic effectiveness = economic goals. Measurement: single-period effectiveness monitoring (customer revenue analysis, ABC analysis, customer contribution margin analysis) or multi-period effectiveness monitoring (customer lifetime value) **(3 points)**



**QUESTION 297 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 08**



Explain the specific nature of customer relationships in the capital goods and service sectors using examples. What are the resulting requirements for CRM, and where does CRM start?

In the capital goods and service sectors, customers have a high need for information. **(1 point)** Investment in capital goods must be carefully weighed, as they are usually associated with a high ﬁnancial risk **(1 point)** and, in addition to ﬁnancial aspects, there are technical factors, contract terms, etc., that must also be taken into account. **(1 point)**

If, for example, a piece of equipment used in production is purchased, it must work, be compatible with other machines, must not be prone to malfunction, etc. The company must think carefully about the purchase, since economic damage, e.g., as a result of production downtimes, can otherwise occur. **(2 points)**

In the case of services (e.g., consulting services), the customer must be able to rely on the fact that the advice obtained is also ‘useful.’ **(1 point)**. It is hard to judge the usefulness of the consultation in advance, so a high degree of trust is required **(1 point)**. In the case of services, it only becomes clear to the customer when they use the service and interact with the service provider, whether their expectations are being met. **(1 point)**

In both the capital goods and service areas, it is important to build trust and not to disappoint the customer over the medium to long term. An intensive relationship management process is therefore initiated right from the acquisition phase in the B2B and service sectors, whereby personal communication is one of the important measures for customer care. **(2 points)**



**QUESTION 298 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 08**



Data forms an important basis of CRM, but it is **not** enough to just collect data.

Using an example, explain what has to be taken into account in addition to data collection and what role people play in this.

Data must not only be collected, but also analyzed and evaluated in the overall context **(2 points)**.

Example: A customer is checking into a hotel. The room they are offered is on the second floor, and there is no elevator in that part of the hotel. They have just had a sports-related accident, and climbing stairs is still difficult for them and not conducive to their recovery. So they request another room. That night they realize that their room is unfortunately directly above the hotel bar, and they are unable to sleep a wink because of the noise. The next morning, they ask to move to another room, but after looking at the customer data, the receptionist replies rather curtly that they refused the room that was assigned to them yesterday and have already been given another room. **(3 points)**

Interpretation: The information by itself that the guest wanted another room lacks context or leaves others with quite a lot of room for interpretation, **(2 points)** e. g., that the guest is one of those perpetual complainers than can never be pleased, etc.

This example shows that the data must be meaningful and allow for clear conclusions in order to limit the room for misinterpretation. In our example, it would have been sufficient to note the reason for the room change, or, if this would have been too time-consuming, to train the staff to ask again why the first room did not meet the guest’s expectations : a friendly “May I just ask again why you didn’t like the room yesterday?” would be sufficient. **(2 points)** The takeaway is that data alone can fall short, and the context plays an important role. **(1 point)**.



**QUESTION 299 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 08**



Use an example to explain the process steps by which CRM data mining can be used and what the greatest challenge for companies is in making data usable.

Data mining is used in all CRM process steps for various types of applications. **(2 points)**

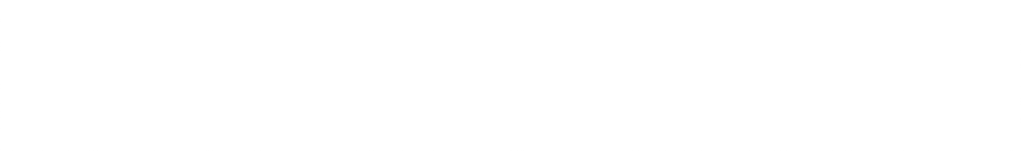
The evaluated data can be used in the customer acquisition phase **(1 point)**, in customer retention measures **(1 point)** and even for complaint management **(1 point)**, since insufficiently satisfying information and service needs can be recognized and responded to accordingly **(2 points)** in order to prevent dissatisfaction from leading to defection. **(1 point)**

In order to make data usable and to generate insights relevant to decision-making, the greatest challenge for companies is probably to consider and analyze the existing customer data across all areas of the company. **(2 points)**



**QUESTION 300 OF 300**

**DLBCRM01\_Offen\_schwer\_F2/Lektion 08**



Which evaluation method can be used to measure relationship quality or customer satisfaction?

Briefly explain the collection method.

A feature-oriented control for measuring psychological parameters **(2 points)** can be used to measure relationship quality or customer satisfaction. **(2 points)** Explanation: since such psychological constructs are not directly observable or measurable, data collection must focus on indicators that reflect or influence the construct. **(3 points)**

After data collection is completed, the results can be interpreted and used **(3 points)**.