

Managing Customer Experience and Relationships: A Strategic Framework

Third Edition

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Multiple Choice Test Questions Answer Key

Chapter 1: Evolution of Relationships with Customers and Strategic Customer Experiences

1. c
2. e
3. d
4. c
5. c
6. a
7. a (or d)
8. b
9. d
10. c
11. d
12. c
13. d

Chapter 2: The Thinking behind Customer Relationships That Leads to Good Experiences

1. e

2. b
3. c
4. a
5. d
6. b
7. b
8. a

Chapter 3: Customer Relationships: Building Blocks of IDIC and Trust

1. a
2. d
3. c
4. b
5. a
6. c
7. d
8. a
9. c
10. e
11. a
12. d
13. d

Chapter 4: Identifying Customers

1. d
2. e
3. a
4. b
5. a
6. d
7. a
8. b
9. a
10. c

Chapter 5: Differentiating Customers by Value: Some Customers Are Worth More Than Others

1. b
2. a
3. b
4. c
5. a
6. c
7. a
8. d
9. d
10. c

11. d

12. c

13. d

Chapter 6: Differentiating Customers by Their Needs

1. d

2. b

3. d

4. a

5. a

6. c

7. d

8. d

9. b

10. c

11. c

12. a

13. b

Chapter 7: Interacting with Customers: Customer Collaboration Strategy

1. a

2. b

3. b

4. b
5. d
6. c
7. b
8. b
9. c
10. c
11. b
12. b
13. a
14. d or e

Chapter 8: Customer Insight, Dialogue, and Social Media

1. b
2. c
3. a
4. b
5. c
6. b
7. c
8. d
9. a
10. b