



CX Analysis Specimen Paper

Version 1.1



© A4Q Copyright under license 2022 – Copyright notice

All contents of this work, in particular texts and graphics, are protected by copyright. The use and exploitation of the work is exclusively the responsibility of the A4Q and in accordance with our licensing agreement. In particular, the copying or duplication of the work but also of parts of this work is prohibited. The A4Q reserves civil and penal consequences in case of infringement.

Revision History

Version	Dates	Remarks
Version 1.0	June 2022	Release Version
Version 1.1	October 2022	Updated answer of question 14 Updated Learning Objective (LO) of question 5, 14

LO1.1.3

Q1. Ahmed has been discussing the need to evaluate how their customers feel when accessing the company website. He is particularly keen that they run a focus group with selected customers to discuss their opinions about the technological touchpoints they have encountered.

Which of the following is the name for this area of concern?

- A. Value proposition
- B. Product backlog
- C. Customer satisfaction
- D. User experience

LO1.1.2

Q2. Which THREE of the following are dimensions to be analyzed when considering customer experience responses?

- I. Behavioral
 - II. Logical
 - III. Social
 - IV. Sensorial
 - V. Cultural
- A. I, II and III
 - B. II, III and V
 - C. I, III, and IV
 - D. I and III

LO2.1.1

Q3. A research team is working within the *Understand why the business exists* stage of a CX improvement project. They are focused on a particular service offered by the organization.

Which of the following activities should the team carry out?

- A. Research customer experiences by accessing the service.
- B. Investigate the VMOST for the organization.
- C. Define the gap between the organization's value proposition and customer expectations for the service.
- D. Review customer feedback on using the service.

LO3.1.3

Q4. Provision is a consultancy firm that has been asked to provide support to the Senior Leadership Team (SLT) for a new online retail firm. The Provision consultants have been facilitating discussions with the SLT to determine the vision, mission, core values, core purpose, objectives and goals for the organization.

Which of the following is a key element of the 'envisioned future' for the organization?

- A. The core values.
- B. The mission.
- C. The core purpose
- D. The goals

LO3.2

Q5. JBA Legal is a large law firm, offering a wide variety of legal services. The company has decided to use the balanced scorecard to review its key performance targets. It has begun by initiating a project to examine the key delivery processes for each legal service and is conducting research into the customer experiences related to these services. Data relating to the profit to be generated by a service has also been analyzed.

Which of the following should also be reviewed by the company to ensure all of the balanced scorecard elements are included?

- A. The financial goals.
- B. The learning and growth targets.
- C. The core values.
- D. The organizational structure.

LO4.2

Q6. A recycling company is working with the local waste collection organization to identify where they might collaborate to achieve greater innovation and productivity in the recycling of plastic waste.

The two parties are also working together closely to develop services that offer greater value to local residents. They have developed a prototype for a new service that has exceeded both parties' expectations.

Which of the following terms should be used to describe the work between the recycling company and the local waste collection organization?

- A. Value delivery
- B. Value alignment
- C. Value misalignment
- D. Value co-creation

LO4.4.1

Q7. The marketing manager for a chain of restaurants has been analysing the value proposition the restaurants offer to customers. He has identified the following attributes to be offered:

- A. The menus to be offered at different times of day
- B. The types of customers who would want to eat in the restaurants
- C. The standard of service offered to customers by the restaurant staff
- D. The level of quality of the food provided in the restaurants
- E. The health and safety laws that apply to the restaurants

Which THREE attributes would form part of the value proposition for the restaurant chain?

LO4.4.1

Q8. Northern Home Decoration pride themselves on providing quality painting and decorating services at affordable prices. Over the past few years they have invested heavily in social media and marketing, which has led to increased demand. Customers often request quotations for work and are told that there is a three-month waiting list. There is also a wait of two months for work to commence if customers decide to proceed following the quotation.

Which value proposition attribute is Northern Home Decoration failing to offer?

- A. Functionality
- B. Relationships
- C. Availability
- D. Choice

LO4.5.1

Q9. Harry's Auto Services offers its customers the following:

- i. Automated fault diagnosis
- ii. Fault identification and repair
- iii. Access to professionally trained engineers
- iv. Air-conditioned waiting room
- v. Free fast wi-fi while car is repaired

Which of the offers would be identified as gain creators?

- A. i, ii, v
- B. iii, iv, v
- C. ii, iii, iv
- D. i, iii, v

LO5.1

Q10. A service designer has arranged a focus group to discuss the customers' perspective on the products offered by the organization.

Which of the following is the term used to describe this activity?

- A. Defining the value proposition.
- B. Defining the voice of the customer.
- C. Defining the envisioned future.
- D. Defining the critical success factors.

LO5.2

Q11. A service designer has been collecting data about customer experiences at touchpoints with his organization. Following an initial review of the data, he is concerned about the accuracy of the data and wishes to check if there are any inconsistencies.

Which of the following is an approach the service designer should use to identify anomalies in collected data?

- A. Triangulation.
- B. Quantitative data analysis.
- C. Storytelling.
- D. Service thinking.

LO5.3

Q12. The CEO for a car manufacturing company has been reviewing the complaints received from customers and has identified that the customer experience offered needs improvement. He has defined an outline objective for a research project that states:

'We need to gain insights into the needs of our customers with regard to the customer experience they wish to encounter when engaging with our company.'

Which of the following CX Research Framework activities should the CX research team carry out next in order to progress this project?

- A. Design the data collection approach.
- B. Conduct data analysis on the collected data.
- C. Develop a presentation setting out the research findings.
- D. Define the rationale for the customer research.

LO5.4

Q13. A user researcher has decided to develop a survey to explore the preferences of the operational staff working across several divisions within her organization. She has defined a set of questions, some of which categorize the respondents into different locations, roles and grades. Unfortunately, there have been few responses and, when the researcher queried this with some colleagues, she was told that they didn't understand the purpose of the survey so didn't complete it.

Which of the following is the section of the survey that the researcher has overlooked when designing the survey?

- A. Heading section.
- B. Data section.
- C. Classification section.
- D. Response section.

LO 5.6.1

Q14. Farid is attempting to edit some photos on his new phone prior to posting them on social media. He finds the experience to be highly intuitive and is impressed that the functionality meets his needs.

Which TWO aspects of usability requirements is he impressed with?

- A. Efficiency.
- B. Memorability.
- C. Learnability.
- D. Error protection.
- E. Satisfaction

LO 6.1.2

Q15. EcoDome offer a suite of sustainable and environmentally friendly energy storage home solutions. There is a general acceptance within EcoDome and the wider industry that customer expectations are increasing. Product features that enthralled customers just a few years ago are now expected as a minimum. The features offered by technologies is expected to continue to advance raising customer expectations even further. EcoDome wishes to ensure that they are able to manage the changes is expectations and the features offered.

Which method should EcoDome use to prioritize its product enhancements?

- A. The Kano model
- B. MoSCoW
- C. High, Medium, Low
- D. A priority list based on the date a feature idea was raised

LO6.1.1

Q16. Michaela has just returned from a training session focused on customer experience improvement. She is particularly excited to use a visual technique she was taught that will help her to identify the problem and analyze the various issues that may be causing the problem. She has been describing the technique to her colleague but cannot remember its name.

Which technique is Michaela describing?

- A. The 8Ps
- B. Customer journey map
- C. Fishbone diagram
- D. Value proposition canvas

LO6.1.1

Q17. Jody is a senior service designer for a retail organization. She has been examining the touchpoints customers experience when purchasing products and when encountering any issues following the purchase. There has been an increasing number of complaints from customers and Jody has been tasked with resolving the root causes of the complaints. Having carried out some detailed investigation, Jody has used a service design technique to identify and document the 'back stage' improvements required to reduce the level of complaints.

Which technique has Jody used to state these improvements?

- A. Service blueprint
- B. Prototyping
- C. Customer journey map
- D. Ethnographic study

LO6.1.3

Q18. Fred is the managing director of a small charity that provides support to orphaned children. He would like to use the 8Ps technique to analyze a proposal for a new service that will support the children with their mental health. He can remember some of the 8Ps including Price, Processes, Place and Product.

Which other elements complete the list of 8Ps?

- A. People, Possibilities, Processes, Promotion
- B. Physical evidence, Priorities, Promotion, People
- C. Processes, Physical evidence, Packaging, People
- D. People, Physical evidence, Partners, Promotion

LO7.1.1

Q19. The Spice Café is a small restaurant located within a village. The local residents of the village are regular customers of the restaurant, which, until recently, has had a very good reputation. A new chef was appointed a few months ago and this has had an impact on the quality of the food. While the customers are still keen to support The Spice Café, the reduction in quality has become a topic of conversation in the village and increasingly the villagers have started eating elsewhere. The changes are not evident to some customers yet so they are continuing to eat at the restaurant. The owners of The Spice Café are oblivious to the concerns about the quality of the meals. They live in the village so the villagers are uncomfortable about raising the quality issues with them.

Using the Johari window technique, how would each of these items of information be classified?

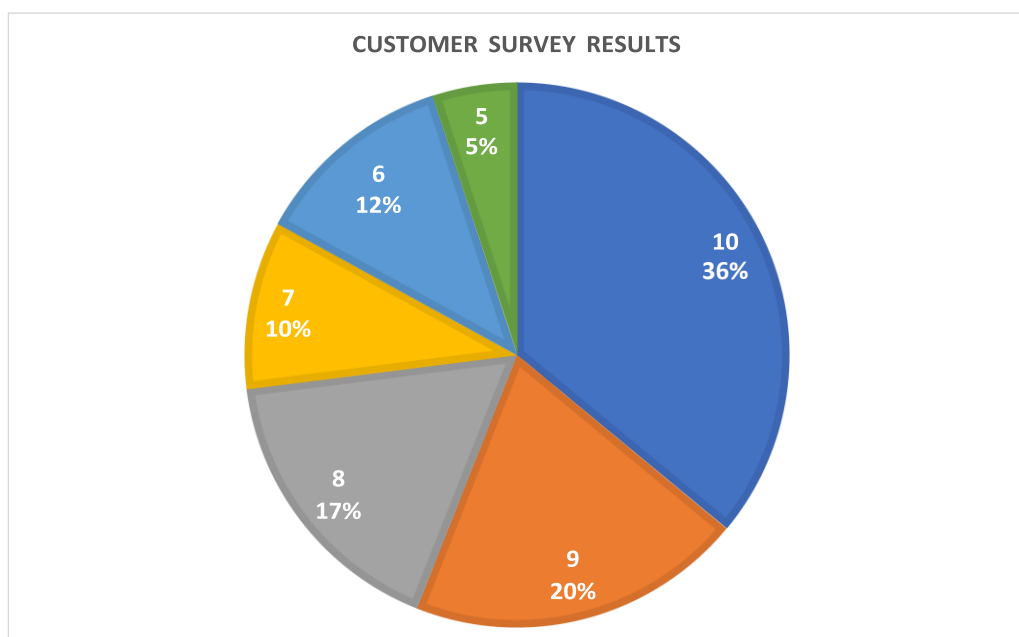
- A. Hidden Area, Blind Spot
- B. Unknown, Blind Spot
- C. Open/Free, Unknown
- D. Open/Free, Hidden Area

LO7.1.2

Q20. Devesh attended a seminar on the NPS (Net Promoter Score) technique. He has decided to experiment with using the technique so has conducted a survey of the organization's customers, asking them to rate how likely they would be to recommend the organization. The range of scores offered were from 1 (extremely unlikely) to 10 (extremely likely). Devesh has summarized the results in the chart below.

Which of the following is the Net Promoter Score for the organization?

- A. 73%
- B. 56%
- C. 51%
- D. 39%



Answer Key

Question	Learning Objective	Answer	K Levels
1.	1.1.3	D	2
2.	1.1.2	C	1
3.	2.1.1	B	2
4.	3.1.3	D	2
5.	3.2	B	3
6.	4.2	D	2
7.	4.4.1	A, C & D	3
8.	4.4.1	C	2
9.	4.5.1	B	3
10.	5.1	B	1
11.	5.2	A	1
12.	5.3	A	2
13.	5.4	A	2
14.	5.6.1	C & E	3
15.	6.1.2	A	3
16.	6.1.1	C	2
17.	6.1.1	A	3
18.	6.1.3	D	1
19.	7.1.1	B	3
20.	7.1.2	D	3