CRM Concepts

Assessment Fact Sheet

Overview

The CRM Concepts test measures knowledge of Customer Relationship Management (CRM) systems and methodology. Designed for experienced CRM professionals.

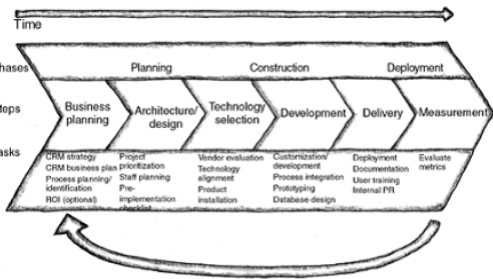| Job Family/Title	CRM Professionals

Details

Average Testing Time (minutes)	25 minutes
Allowed Time (minutes)	90 minutes
Maximum Number of Questions	30 questions
Designed for Unproctored Environment	Yes
Question Format	Multiple Choice – Adaptive
Product Category	Business Skills

Knowledge, Skills, Abilities and Competencies Measured

The following areas are covered:

- Business Integration
- Deploy Development
- Enterprise Wide solution
- Implementation
- Management Buy-In
- Planning
- Program Management

Example Questions

Time

| Phases | | Planning | Construction | | Deployment |

| Steps | Business planning | Architecture/ design | Technology selection | Development | Delivery | Measurement |

| Tasks | CRM strategy CRM business plan Process planning/ identification ROI (optional) | Project prioritization Staff planning Pre-implementation checklist | Vendor evaluation Technology alignment Product installation | Customization/ development Process integration Prototyping Database design | Deployment Documentation User training Internal PR | Evaluate metrics |

Based on the image above, what action is being represented?

a ○	An integrated technology workflow.
b ○	A CRM development and business process layout.
c ○	A multi-communication workflow.
d ○	An enterprise wide process and strategy workflow.
e ○	A customer segmentation campaign layout.

Example Reports

Test: CRM Concepts
This report is confidential and its contents are intended to assist in the prediction of an applicant's work behavior. If you would like more information about this interpretive report or other products that SHL offers, please contact your account representative.

Score: 2.95
Proficiency Level: Proficient (2.51 - 3.50)
The candidate has mastered the basic concepts of CRM Concepts, including:

- Implementation
- Development
- Program Management

The candidate demonstrates a clear understanding of intermediate CRM Concepts concepts, such as:

- Planning
- Deploy
- Management Buy-In

The candidate may have some knowledge of more advanced CRM Concepts concepts such as:

- Business Integration
- Enterprise Wide Solution

At the Proficient level, the candidate will be capable of working on most projects involving CRM Concepts with minimal assistance. However, the candidate will probably require more assistance with advanced concepts.

Percentile Comparisons
The percentile score indicates how well the candidate scored relative to other candidates in the comparison population indicated by the score.

Percentile Comparisons

		Low	Medium	High
Percentile		30	70	100
Global Population	44		◆	

Detail Item Results

Order	Question	Topic	Description	Skill Level	Time Taken (Seconds)	Is Correct	A	B	C	Theta	Info	Stand Error
1	CRM_CONCEPTS_BB_0173	Management Buy-In	Process Improvement	Intermediate	39.0	Yes						
2	CRM_CONCEPTS_BB_0046	Implementation	Change Management	Basic	26.7	Yes						
3	CRM_CONCEPTS_BB_0107	Planning	Sales Strategy	Intermediate	7.3	No						