

# Medallia Product Practice Exam (Sample)

## Study Guide



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**SAMPLE**

## **Questions**

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- 1. In a B2B services firm, which units are typically part of their organizational structure?**
  - A. Account Managers and Clients**
  - B. Accounts and Regions**
  - C. Account and Account Manager**
  - D. Clients and Vendors**
- 2. What does Ranker specifically measure?**
  - A. Guest participation in services.**
  - B. Response completion rates.**
  - C. Comparative performance of units.**
  - D. General customer satisfaction.**
- 3. Which field type automatically records the IP address from which a survey was taken?**
  - A. Text Field**
  - B. A-Field**
  - C. Date Field**
  - D. Numeric Field**
- 4. What are the required fields for building an Organization Hierarchy?**
  - A. Units, Unit Groups, Data fields, Data Filters**
  - B. User Details, User Role, User Data Access**
  - C. Unit data fields, User details, Process generation**
  - D. Point in Time, Dynamic Filters, Organization Units**
- 5. What kind of scale does a scale metric use?**
  - A. A scale from 0-5**
  - B. A scale from 1-10**
  - C. A scale based on qualitative feedback**
  - D. A scale from 1-100**

- 6. What capabilities does the Auto Importer allow?**
- A. Only accept customer data**
  - B. Perform data manipulations**
  - C. Accept customer data, perform data manipulations, and trigger follow-on action**
  - D. Trigger follow-on action exclusively**
- 7. Which of the following statements is true regarding data at survey record level when org hierarchy filtering is enabled?**
- A. It stores the org structure data permanently**
  - B. It does not store the org structure data**
  - C. It processes the data in real-time**
  - D. It archives all user data**
- 8. Why is it important that no users are assigned to a role during deletion?**
- A. To maintain data privacy**
  - B. To prevent data loss**
  - C. To ensure only administrative roles are deleted**
  - D. To avoid workflow disruptions**
- 9. Which component classifies a unit's specific place in the company?**
- A. Categories**
  - B. Units**
  - C. Unit Groups**
  - D. Organization**
- 10. What happens when org hierarchy filtering is turned on?**
- A. It stores the org structure data at survey record level**
  - B. It does not store the org structure data at survey record level**
  - C. It prevents data from being processed**
  - D. It archives the hierarchy data permanently**

## **Answers**

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1. C
2. C
3. B
4. A
5. B
6. C
7. B
8. D
9. C
10. B

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## **Explanations**

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**1. In a B2B services firm, which units are typically part of their organizational structure?**

**A. Account Managers and Clients**

**B. Accounts and Regions**

**C. Account and Account Manager**

**D. Clients and Vendors**

In a B2B services firm, the organizational structure typically involves specific roles and relationships that are key to managing client interactions and service delivery. The option focused on "Account and Account Manager" correctly identifies two essential components of this structure. An account represents a specific business relationship or client that the firm nurtures and supports. This encompasses the strategic alignment between the firm's offerings and the client's needs, ensuring that services are tailored to provide value. The role of the Account Manager is critical, as this individual is responsible for overseeing the account, facilitating communication, and ensuring that the client's expectations are met. They act as the liaison between the client and the internal teams of the firm, driving the relationship forward. By focusing on both "Account" and "Account Manager," this choice captures the essence of how B2B firms are organized around client relationships and the roles that support those relationships, showcasing the importance of both the accounts themselves and the personnel who manage them. This dynamic is crucial in maintaining strong, ongoing business partnerships that are fundamental to the success of a B2B services firm.

**2. What does Ranker specifically measure?**

**A. Guest participation in services.**

**B. Response completion rates.**

**C. Comparative performance of units.**

**D. General customer satisfaction.**

Ranker specifically measures the comparative performance of units within a specified context. This means it is designed to evaluate and rank different entities, such as departments, teams, or products, based on predetermined metrics or criteria. By assessing how these units perform relative to each other, organizations can identify best practices and areas for improvement. In contrast, guest participation in services focuses on how actively guests engage with offerings, while response completion rates relate to how many responses are finalized out of those initiated in surveys or feedback mechanisms. General customer satisfaction gives an overarching view of customer feelings toward a brand or service but does not provide the comparative insight that Ranker does. Therefore, Ranker's ability to deliver comparative performance measurement sets it apart as a valuable tool for organizations looking to enhance their operational efficiency and effectiveness.

**3. Which field type automatically records the IP address from which a survey was taken?**

**A. Text Field**

**B. A-Field**

**C. Date Field**

**D. Numeric Field**

The A-Field is specifically designed to automatically capture the respondent's IP address when they participate in a survey. This unique functionality allows organizations to track survey responses geographically and understand the location of respondents, which can be vital for data analysis and understanding trends based on location. Unlike the other field types, such as Text Field, Date Field, and Numeric Field, the A-Field is tailored for a specific purpose: capturing system-generated data that enhances the analytical capabilities of the survey platform. Text Fields allow for open-ended responses, Date Fields capture dates, and Numeric Fields are designed for numerical input, none of which offer the automatic IP address recording feature that is characteristic of the A-Field. This capability supports both data integrity and rich analytics within the Medallia platform.

**4. What are the required fields for building an Organization Hierarchy?**

**A. Units, Unit Groups, Data fields, Data Filters**

**B. User Details, User Role, User Data Access**

**C. Unit data fields, User details, Process generation**

**D. Point in Time, Dynamic Filters, Organization Units**

To build an Organization Hierarchy, it is essential to have units, unit groups, data fields, and data filters. Units represent the various segments or departments within an organization, allowing you to define specific groupings of data for analysis and reporting. Unit groups enable the organization of these units into broader categories, enhancing the structure of the hierarchy. Data fields are crucial as they define the attributes and details related to each unit and are necessary for capturing relevant information. Alongside these, data filters play a vital role in managing and sorting the data, ensuring that the hierarchy accurately reflects the desired insights and analytics according to specific criteria. In this context, the other options do not encompass the necessary components for constructing the hierarchy effectively. User details and roles focus more on individual access and permissions, rather than the structure of the organization itself. Similarly, point in time and dynamic filters pertain to data manipulation and presentation rather than the foundational elements required to establish an organizational framework. Therefore, the combination of units, unit groups, data fields, and data filters is what constitutes the foundational requirements for an Organization Hierarchy.

**5. What kind of scale does a scale metric use?**

- A. A scale from 0-5**
- B. A scale from 1-10**
- C. A scale based on qualitative feedback**
- D. A scale from 1-100**

A scale metric typically utilizes a scale from 1-10 to quantify responses, allowing for a more nuanced and detailed measurement of subjective perceptions or experiences. This range provides respondents with multiple gradations to express their level of satisfaction, agreement, or other feelings about a specific subject. Utilizing a 1-10 scale affords the opportunity to capture subtle differences in opinions or experiences that a more limited scale might miss. Such scale metrics are valuable in applications like customer satisfaction surveys, employee engagement assessment, and various forms of feedback collection, as they enable organizations to better analyze and understand the sentiments of their audience. By rating on a 1-10 scale, the data becomes easier to analyze statistically and can yield more actionable insights.

**6. What capabilities does the Auto Importer allow?**

- A. Only accept customer data**
- B. Perform data manipulations**
- C. Accept customer data, perform data manipulations, and trigger follow-on action**
- D. Trigger follow-on action exclusively**

The Auto Importer provides a comprehensive solution for managing customer data by not only accepting data but also performing necessary data manipulations and triggering follow-on actions. This capability is essential for organizations that want to automate their data integration processes. Firstly, by accepting customer data, the Auto Importer ensures that it can receive information from various sources, streamlining how that data enters the system. Secondly, performing data manipulations allows organizations to clean, format, and transform the data into a usable state, enabling accurate analysis and reporting. Finally, the ability to trigger follow-on actions means that after the data is processed, the system can initiate subsequent steps, such as sending notifications, generating reports, or updating other systems, making it a powerful tool for enhancing operational efficiency. This integrated approach ensures that the organization can manage its data lifecycle effectively while automating workflows, ultimately leading to better decision-making and customer insights.

**7. Which of the following statements is true regarding data at survey record level when org hierarchy filtering is enabled?**

- A. It stores the org structure data permanently**
- B. It does not store the org structure data**
- C. It processes the data in real-time**
- D. It archives all user data**

When organization hierarchy filtering is enabled, data at the survey record level does not permanently store the organizational structure data. Instead, it allows for dynamic filtering of the data at the time of access or reporting. This means that while the data collected through surveys may relate to specific organizational units, the actual structure and relationships among those units aren't saved in the survey records themselves. The data is ephemeral in the sense that the hierarchy can change over time, and each time a record is accessed, the filtering mechanism assesses the current state of the organization hierarchy, rather than relying on a stored version of that data. This functionality is particularly useful for ensuring that reports and insights reflect the real-time organizational structure without creating redundancies in the database. In contrast, statements about storing the org structure data permanently, processing it in real time, or archiving all user data imply a different approach to data management that doesn't align with how Medallia handles survey records with enabled hierarchy filtering. Each of these statements suggests a different data retention or data processing methodology that doesn't accurately reflect the transient filtering capabilities of the survey record level within the Medallia system.

**8. Why is it important that no users are assigned to a role during deletion?**

- A. To maintain data privacy**
- B. To prevent data loss**
- C. To ensure only administrative roles are deleted**
- D. To avoid workflow disruptions**

Ensuring that no users are assigned to a role during deletion is crucial to avoid workflow disruptions. When a role that has active users is deleted, those users may lose access to functionalities or data they need to perform their tasks. This can lead to interruptions in ongoing processes, hamper productivity, and cause confusion within teams as users may find themselves unable to complete their work due to the sudden removal of their permissions associated with that role. Maintaining seamless operations and ensuring that all users have the necessary access to their tools is vital for maintaining business continuity. Preventing these disruptions allows organizations to operate effectively and minimizes any negative impact on team performance and overall user experience.

**9. Which component classifies a unit's specific place in the company?**

**A. Categories**

**B. Units**

**C. Unit Groups**

**D. Organization**

The correct choice identifies the concept of "Unit Groups" as the component that classifies a unit's specific place within the company structure. Unit Groups serve to organize units in a way that reflects their relationships, functionalities, or characteristics relevant to the company's operations. They facilitate hierarchical structures and ensure that units can be grouped together based on shared attributes or objectives, allowing for more streamlined management and data collection processes. In the context of organizational structure, Unit Groups play a crucial role in defining how different units interact and operate within the larger framework of the organization. This classification helps in managing reporting lines, operational strategies, and resource allocation efficiently. Recognizing how Unit Groups work provides insights into the organizational dynamics and enhances the understanding of how units are expected to function within their designated grouping. Understanding this classification aids in utilizing Medallia's capabilities to measure and analyze performance effectively across different units based on their grouped characteristics.

**10. What happens when org hierarchy filtering is turned on?**

**A. It stores the org structure data at survey record level**

**B. It does not store the org structure data at survey record level**

**C. It prevents data from being processed**

**D. It archives the hierarchy data permanently**

When org hierarchy filtering is activated, the system does not store the org structure data at the survey record level. Instead, it uses the organization hierarchy to filter and categorize data during reporting and analysis. This means that while the hierarchical information informs how data is presented and analyzed, it isn't retained directly within each survey record, keeping the records themselves more streamlined and focused on the individual respondent's input rather than on organizational context. The emphasis on not storing the hierarchy data at the survey level allows for flexibility in data management and reporting, as the data can still be assessed through different levels of the organization without complicating the underlying data structure with additional hierarchy-related fields. This approach facilitates clearer analysis and enables users to derive insights while minimizing the potential for data bloat or redundancy.