# Medallia Product Practice Exam (Sample)

## Study Guide

**Everything you need from our exam experts!**

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# Introduction

**Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.**

**This guide was designed to help you do exactly that.**

**Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.**

**The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:**

- **Practice answering questions under realistic conditions,**
- **Improve accuracy and speed,**
- **Review explanations to strengthen weak areas, and**
- **Approach the exam with greater confidence.**

**We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.**

**Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.**

**Let's begin.**

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## 1. Start with a Diagnostic Review

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## 2. Study in Short, Focused Sessions

**Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.**

## 3. Learn from the Explanations

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## 4. Track Your Progress

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## 5. Simulate the Real Exam

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## 6. Repeat and Review

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

# Questions

1. **What does the default version of a personalized survey refer to?**

   A. It is the only version available to customers

   B. It’s the version sent to customers by default

   C. It is the most advanced version of the survey

   D. It requires no prior setup

2. **Which survey should be used by a regional director to compare cleanliness scores with other regions?**

   A. Invitation Reports

   B. Action Planner

   C. Satisfaction Reports

   D. Ranker

3. **Which of the following are classified as reports?**

   A. Summary report, Feedback Log, Trends Analysis

   B. Big Number, Dashboard, Last three responses

   C. Last three responses, Actions Log, Summary Page

   D. Dashboard, Comments, Feedback Form

4. **What happens if a survey triggers an alert condition?**

   A. It is flagged for servicing

   B. It gets sent to a reviewer

   C. It is discarded

   D. It is prioritized for sending

5. **In K Fields what does the 'Slug Availability' element inform?**

   A. The uniqueness of the identifier

   B. The capability to edit survey responses

   C. The data validity check completion

   D. The availability of alternative answer options

**6. What condition must be met in order to delete a role?**

**A. At least one user must be assigned the role**

**B. No users can be assigned the role**

**C. The role must be inactive**

**D. The role must have no associated reports**

**7. 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**

**8. Is it true that a K Field must be created to calculate the average amount of money spent based on an E Field?**

**A. True**

**B. False**

**C. Only if the data is incomplete**

**D. Only if manual calculations are required**

**9. What role does a 'Trigger' play in an alert's functionality?**

**A. Establishing user roles for alert resolutions**

**B. Counting the frequency of alerts**

**C. Determining when an alert action should happen**

**D. Prioritizing alerts based on significance**

**10. If a response form report is assigned to multiple roles, can a module appear for just one role?**

**A. No, all roles must access the module**

**B. Yes, it's possible**

**C. Only if the module is specially configured**

**D. Yes, but only temporarily**

# Answers

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

# Explanations

## 1. What does the default version of a personalized survey refer to?

A. It is the only version available to customers

B. It's the version sent to customers by default

C. It is the most advanced version of the survey

D. It requires no prior setup

**The default version of a personalized survey refers to the version that is sent to customers automatically unless a different version is specified. This default version ensures that participants receive a consistent and reliable survey experience, which can help maintain the integrity of the data collected. It's important for companies to have a standard version that is deployed to all participants, as it allows for easier comparison and analysis of results. While other options might suggest different characteristics of survey versions, they do not accurately describe the concept of a default version. The default version does not imply exclusivity or that it is the only one available, nor does it designate itself as the most advanced or complicated version. Rather, it serves a practical function by simplifying the process of survey deployment without requiring any special configuration or setup from the user.**

## 2. Which survey should be used by a regional director to compare cleanliness scores with other regions?

A. Invitation Reports

B. Action Planner

C. Satisfaction Reports

D. Ranker

**The Ranker is the most appropriate survey tool for a regional director aiming to compare cleanliness scores across different regions. This tool enables users to rank various dimensions of performance, such as cleanliness, in comparison to other segments or regions within the same organization. By utilizing the Ranker, the director can easily identify which regions are performing better or worse regarding cleanliness, providing a clear visual representation of relative performance. In contrast, Invitation Reports focus more on the outreach efforts and the response rates of surveys, Action Planner assists in tracking actions taken based on survey results but does not facilitate direct comparisons, and Satisfaction Reports summarize overall satisfaction levels but do not provide a comparative ranking of specific metrics like cleanliness. Therefore, the Ranker stands out as the best option for making informed comparisons across regions.**

## 3. Which of the following are classified as reports?

A. Summary report, Feedback Log, Trends Analysis

B. Big Number, Dashboard, Last three responses

C. Last three responses, Actions Log, Summary Page

D. Dashboard, Comments, Feedback Form

**The classification of reports typically includes structured outputs that summarize data in a meaningful way. Among the provided options, the choice that aligns with characteristics of reports is the one including Big Number, Dashboard, and Last three responses. A Summary report would usually qualify as a report since it aggregates and presents data for analysis, providing insights over a period. Similarly, Trends Analysis is relevant because it shows data patterns over time, which can be crucial for decision-making. However, a Feedback Log is more a record of feedback rather than a structured report, and the same applies to the Last three responses when considered independently as a mere snapshot without broader analytical context. When considering the choice of Big Number, it presents a key metric in a visible format that highlights performance against targets, making it significant as a report. A Dashboard serves as a comprehensive visual representation, often containing multiple reports or key indicators reflecting current status, hence can be seen as a collection of reports laid out for ease of understanding. Lastly, while the Last three responses is a specific type of data point, in certain contexts, particularly in customer feedback scenarios, it can synthesize recent sentiments into a more report-like format when considering immediate data outputs. This choice stands out because it captures the essence of how reports provide**

## 4. What happens if a survey triggers an alert condition?

A. It is flagged for servicing

B. It gets sent to a reviewer

C. It is discarded

D. It is prioritized for sending

**When a survey triggers an alert condition, it is flagged for servicing. This means that the system identifies the response as significant enough to warrant attention. Flagging helps ensure that any critical feedback or issues are addressed promptly, enabling organizations to take necessary actions based on the insights gathered from the survey data. This is an important feature within the Medallia platform as it helps to prioritize responses that may indicate customer dissatisfaction or other urgent matters that require follow-up. Flagging for servicing ensures that these responses are not overlooked and can be effectively managed to improve customer experience and address potential problems.**

## 5. In K Fields what does the 'Slug Availability' element inform?

A. The uniqueness of the identifier

B. The capability to edit survey responses

C. The data validity check completion

D. The availability of alternative answer options

The 'Slug Availability' element in K Fields is primarily concerned with the uniqueness of the identifier. Specifically, it ensures that each slug, which is a user-friendly representation of a data field, is distinct within the scope of the application or survey. This uniqueness is vital because it helps avoid confusion and ensures that data is accurately tracked and referenced throughout different interactions within the system. Without unique slugs, there could be overlapping identifiers that may lead to data mismanagement, making it critical for maintaining the integrity and clarity of the data structure. Thus, recognizing and managing slug availability directly relates to ensuring that each field can be distinctly identified and utilized, which is essential in data management scenarios.

## 6. What condition must be met in order to delete a role?

A. At least one user must be assigned the role

B. No users can be assigned the role

C. The role must be inactive

D. The role must have no associated reports

In order to delete a role, the condition that no users can be assigned the role must be met. This is crucial because if there are users assigned to a role, deleting it could disrupt their access and permissions within the system. Maintaining a clear structure of roles and associated users ensures that permissions are easily managed and reduces the risk of errors during role management. For example, a role typically defines specific capabilities and permissions required for users to perform their jobs. If users are actively utilizing that role, removing it can lead to confusion and potential access issues. Therefore, the system enforces that a role must not have any active user assignments before it can be deleted, ensuring a clean and manageable environment. In contrast, other conditions related to activity status or reports do not directly impact the ability to delete a role. A role can be inactive and still require a proper unassignment of users before deletion, and it may be associated with reports without affecting the deletion process. The primary focus remains on user assignments to safeguard operational integrity.

## 7. 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.

## 8. Is it true that a K Field must be created to calculate the average amount of money spent based on an E Field?

A. True

B. False

C. Only if the data is incomplete

D. Only if manual calculations are required

In the context of calculating the average amount of money spent based on an "E Field," it's important to understand the function and necessity of a "K Field." A K Field typically represents a specific type of measurement or value that is distinct from the E Field, which may contain another type of data, such as an event or category. The average calculation can be performed directly on the numerical values associated with the spending amount without requiring the creation of a separate K Field. The platform may allow for calculations using existing fields, so long as the required data points are available and appropriately formatted. Therefore, it's not a strict requirement to create a K Field just for the purpose of calculating averages based on E Fields. The process can often be accomplished through the existing framework and capabilities of the system, utilizing formulas or aggregate functions that pull directly from the relevant data. Overall, the ability to calculate averages does not inherently depend on creating additional fields unless specific scenarios dictate such an action, which is not necessary in this case.

## 9. What role does a 'Trigger' play in an alert's functionality?

**A. Establishing user roles for alert resolutions**

**B. Counting the frequency of alerts**

**C. Determining when an alert action should happen**

**D. Prioritizing alerts based on significance**

**In the context of alert functionality, a 'Trigger' is vital as it specifies the conditions under which an alert action should occur. Triggers are mechanisms that monitor specific criteria or events within the data, and when these criteria are met, the trigger initiates an alert. This means that the alert system can respond in real-time, notifying users about significant changes or issues that require attention without needing manual checks. For instance, if there is a sudden drop in customer satisfaction scores, the configured trigger could activate and send out an alert, prompting timely action from the relevant teams. This proactive approach helps organizations manage issues effectively before they escalate, ensuring efficient operation and customer relationship management. Understanding the role of triggers in alerts emphasizes their importance in maintaining responsiveness and agility in monitoring and responding to business-critical metrics. Other functions, such as counting alert frequency or establishing user roles, do not directly pertain to the core function of an alert's trigger mechanism.**

## 10. If a response form report is assigned to multiple roles, can a module appear for just one role?

**A. No, all roles must access the module**

**B. Yes, it's possible**

**C. Only if the module is specially configured**

**D. Yes, but only temporarily**

**The correct answer is that it is possible for a module to appear for just one role, even when a response form report is assigned to multiple roles. In Medallia, roles can have different permissions and visibility settings, allowing for flexible configuration based on the needs of different users. This means that certain modules can be tailored to show up for specific roles while being hidden from others. This capability is particularly useful in organizations where different roles may require access to varied information based on their specific functions or responsibilities. For example, a management role might need to see a certain module for strategic insights, while a support role might not need that information and can be provided with tools relevant to improving customer interaction or operational performance. In instances where reports are shared across multiple roles, the system allows for a nuanced approach to user experience and data access, thereby allowing customization of the information each role sees. This helps in maintaining clarity and preventing information overload for users who do not require access to all modules.**

# Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.**

**Or visit your dedicated course page for more study tools and resources:**

**https://medalliaproduct.examzify.com**

**We wish you the very best on your exam journey. You've got this!**