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646-096

CRM Express for Account Managers

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QUESTION NO: 1

Select two key benefits of Microsoft CRM versus other CRM products. (Choose two.)

- A. works with Unix-based clients
- B. fully integrated with Microsoft Office and Outlook
- C. offers a complete Microsoft Back office solution (end-to-end)
- D. works with existing I-Mac clients

Answer: B,C

QUESTION NO: 2

Select two key benefits of Microsoft CRM. (Choose two.)

- A. can be customized to customer's business quickly
- B. automatically routes calls over the internet
- C. creates pay roll checks
- D. works within Microsoft Outlook for easy use

Answer: A,D

QUESTION NO: 3

What type of customer should you pinpoint in your selling efforts? (Choose three.)

- A. the customer with Microsoft CRM deployed looking for a new telephony solution
- B. the large enterprise customers with more than 150 users per location
- C. the customer who just purchased a non-Cisco telephony solution
- D. the customer who does not use PC technology
- E. the customer with Cisco IP Communications Solution looking for a CRM Solution
- F. the customer who wants to improve the customer service provided to customers

Answer: A,E,F

QUESTION NO: 4

Which three key CRM features are used by the sales organization? (Choose three.)

- A. opportunity management
- B. contract management
- C. quotes and orders

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- D. account and contact management
 - E. searchable knowledge base
 - F. case management

Answer: A,C,D

QUESTION NO: 5

Select two key CRM features used in customer service. (Choose two.)

- A. opportunity management
- B. service requests
- C. competitor tracking
- E. e-mail management

Answer: B

QUESTION NO: 6

What telephony feature is used to auto-search CRM records and provides a screen pop with incoming calls?

- A. Calling Name
- B. Company Name
- C. Called Number
- D. Calling Number

Answer: D

QUESTION NO: 7

Select two key benefits of Microsoft CRM to the customer service organization. (Choose two.)

- A. tracks new sales
- B. calculates total earnings
- C. measures service performance
- D. identifies common support issues

Answer: C,D

QUESTION NO: 8

Which two key CRM features are used by the sales organization? (Choose two.)

- A. lead management
- B. account and contact management
- C. service requests
- D. searchable knowledge-base

Answer: A,B

QUESTION NO: 9

Select the two key benefits of using the Cisco CRM Communications Connector solution. (Choose two.)

- A. provides Call Center functionality
- B. integrates with Microsoft Office including Outlook or web browser
- C. provides Voice features
- D. CRM Communications Connector easy to install and use

Answer: B,D

QUESTION NO: 10

Select the business need provided by using a CRM solution.

- A. auto-attendant
- B. accounting or billing solution
- C. document publishing
- D. identify callers to sales or customer service agents

Answer: D

QUESTION NO: 11

When discussing the Cisco CRM Communications Connector solution to a customer, what two key benefits should you emphasize? (Choose two.)

- A. integration with any IP Phone Solution
- B. integration with Microsoft Outlook or Internet Explorer browser
- C. ease of use