

ISLEVER

M2080-663

IBM Digital Marketing Optimization Sales
Mastery v1

DEMO

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QUESTION NO: 1

Name three benefits of the CSO Suite:

- A. Market positioning: reduction in Average Handle Time dispute resolution
- B. Customer conversion, reduction in Average Handle Time, customer training
- C. Cross-sell / up-sell, call avoidance, reduction in Average Handle Time
- D. Improve site content, call avoidance, fraud forensics

Answer: B

Reference:<http://www-304.ibm.com/industries/publicsector/fileservice?contentid=243509>(slide 13)

QUESTION NO: 2

Of the four brands that compose IBM Enterprise Marketing Management (EMM), which two make up the bulk of EMM's DMO capabilities?

- A. Unica and Coremetrics
- B. Unica and Tealeaf
- C. Coremetrics and DemandTec
- D. Coremetrics and Tealeaf

Answer: D

Explanation:

QUESTION NO: 3

What is the product family that enables you to seamlessly integrate online customer experience data with other business application?

- A. CSO Suite
- B. CBA Suite
- C. CX Mobile
- D. cxConnect

Answer: D

Reference:<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=AN&subtype=CA&htmlfid=897/ENUS213-096&appname=USN>(see cxconnect integration solutions)

QUESTION NO: 4

Which applications do the CX Mobile support?

- A. Native Apps and Mobile Site
- B. HTML5, Hybrid Apps, and Native Apps
- C. HTML5, Hybrid Apps, Native Apps, Mobile Site
- D. HTML Native Apps, and Hybrid Apps

Answer: C

Reference:<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03162usen/ZZD03162USEN.PDF>(page 1, see feature highlights)

QUESTION NO: 5

What are the two key features of cxImpact?

- A. Replay search and basic reporting
- B. Replay and audits
- C. Performance reporting and form conversion
- D. Session history and summary reports

Answer: B

Reference:<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03167usen/ZZD03167USEN.PDF>

QUESTION NO: 6

What market factors is this target audience looking to address with the DMO solution?

- A. Data security
- B. Privacy concerns
- C. Just-In-Time inventory
- D. Data explosion and social media

Answer: D

Explanation:

QUESTION NO: 7

What types of content can be recommended via IBM Content Recommendations?

- A. Complementary products and offers
- B. Body text from product pages on a retail website
- C. Videos, white papers and articles
- D. Only those assets that have received high peer recommendations

Answer: C

Explanation:

QUESTION NO: 8

The products in CBA Suite consists of all the following except:

- A. cxReveal
- B. cxView
- C. cxResults
- D. cxOverstat
- E. cxImpact

Answer: A,C

Reference:<http://www-03.ibm.com/software/products/us/en/customer-behavior-analysis/>

QUESTION NO: 9

The primary target buyer for Tealeaf Customer Service Optimization suite is:

- A. VP Customer Service
- B. VP E-Business
- C. IT Manager
- D. VP Marketing

Answer: D

Explanation: