TESTPASSPORT

練 習 問 題



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1年間無料アップデート

Exam : **00M-663**

Title : IBM Digital Marketing Optimization Sales Mastery v1

Version : DEMO

1.Name three benefits of the CSO Suite:
A.Market positioning: reduction in Average Handle Timer 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

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

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

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

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