

IBM Mastery M8010-663

IBM Digital Marketing Optimization Sales Mastery v1

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Questions**

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Version: 7.0

Question: 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

Explanation:

Reference:

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

Question: 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

Question: 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

Explanation:

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: 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

Explanation:

Reference:

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

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