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IBM

IBM Smarter Commerce Sales Mastery Test v1

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QUESTION: 1

You can create a powerful self-service experience for the customer using?

- A. The IBM Customer Experience Suite
- B. The IBM Commerce Framework
- C. The IBM Enterprise Service Process Manager
- D. The IBM Customer Service System

Answer: A

Reference:

ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo_script.pdf

QUESTION: 2

Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?

- A. Data mining.
- B. Social platform.
- C. Central decisioning.
- D. Customer clustering.

Answer: C

Reference:

http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica_WP_The_Evolving_Marketing.pdf(the image on page 2)

QUESTION: 3

Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?

- A. Customer potential, customer transaction capture, customer fulfillment.
- B. Customer insight, customer value strategy, customer & partner engagement.
- C. Customer demographics, customer geography, customer affluence.

D. Customer returns, customer purchases, customer order changes.

Answer: B

Reference:

http://www.google.com/url?sa=t&rct=j&q=ibm%20smarter%20commerce%203%20dimensions&source=web&cd=1&ved=0CCMQFjAA&url=http%3A%2F%2Fwww-03.ibm.com%2Fpress%2Fus%2Fen%2Fattachment%2F33983.wss%3FfileId%3DATTACH_FILE1%26fileName%3DIBM%2520Smarter%2520Commerce%2520Presentation%2520063011%2520PR%2520Kit.pdf&ei=rrcLT6DoOPP24QTW262VBg&usg=AFQjCNG4XVH5v2WVDnEtZykn0LOU7FmK_A(page 7)

QUESTION: 4

Smarter Commerce capabilities are packaged and delivered as what?

- A. A single, high-value, shrink-wrapped, solution for commerce.
- B. Middleware components requiring additional business function software.
- C. Software, hardware, and services to deliver specific business process capabilities which support each phase of the commerce cycle.
- D. A simple monolithic application for each phase of the commerce cycle.

Answer: A

QUESTION: 5

What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?

- A. Personalization
- B. Social integration
- C. Partnership with affiliates
- D. Extended sites

Answer: B

QUESTION: 6

The web marketing continuous optimization platform can drive which of the following capabilities?

- A. Optimize paid search advertising.
- B. Automate customer recommendations based on LIVE profile.
- C. Target through online advertisements based on interaction history.
- D. All of the above.

Answer: B

Reference:

[http://www.google.com/url?sa=t&rct=j&q=ibm%20web%20marketing%20continuous%20optimization%20platform%20can%20drive%20&source=web&cd=2&ved=0CCAQFjAB&url=http%3A%2F%2Fwww-10.lotus.com%2Fidd%2Fportalwiki.nsf%2Fxp%2F.ibmmodres%2Fdomino%2FOpenAttachment%2Fidd%2Fportalwiki.nsf%2F65516F17987136228525779F007BDC8E%2Fattach%2FCoremetrics_v2.pdf&ei=1LkLT4rYJ6rg4QT3h72EBg&usg=AFQjCNEI21r994FOTivYsFWcS2ZzbeRDrA\(page3,last paragraph on the left, and first paragraph on the right\)](http://www.google.com/url?sa=t&rct=j&q=ibm%20web%20marketing%20continuous%20optimization%20platform%20can%20drive%20&source=web&cd=2&ved=0CCAQFjAB&url=http%3A%2F%2Fwww-10.lotus.com%2Fidd%2Fportalwiki.nsf%2Fxp%2F.ibmmodres%2Fdomino%2FOpenAttachment%2Fidd%2Fportalwiki.nsf%2F65516F17987136228525779F007BDC8E%2Fattach%2FCoremetrics_v2.pdf&ei=1LkLT4rYJ6rg4QT3h72EBg&usg=AFQjCNEI21r994FOTivYsFWcS2ZzbeRDrA(page3,last paragraph on the left, and first paragraph on the right))

QUESTION: 7

In order to effectively implement _____ you must be able to aggregate line items from individual orders to send to suppliers and then separate them out again for customer fulfillment.

- A. store operations
- B. cross-channel order management
- C. social marketing
- D. supply chain visibility

Answer: D

QUESTION: 8

What can AdTarget do?

- A. Monitor all advertisements watched on cable television
- B. Working with affiliates, target Internet ads without email
- C. Utilize YouTube to more effectively deliver ad content



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