642-091

Cisco

CRM Express Integration

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QUESTION 1:

Select the answer that best describes the role of Microsoft CRM within the solution.

A. functions as the call queuing and call routing component to perform screen pops
B. acts as the interface and data store for the customer records database
C. performs automatic lookups of the Caller ID information sent directly from the Cisco CallManager Express to the Microsoft CRM server
D. functions as the TAPI listener to receive new call information from Cisco CallManager Express

Answer: B

QUESTION 2:

What information needs to be obtained from the Cisco CallManager Express in order to configure the Cisco CRM Communications Connector to function properly? (Choose two.)

A. version number of the CallManager Express
B. number of phones registered to the CallManager Express
C. total number of extensions defined on the CallManager Express
D. CallManager Express username and password associated with the CRM user's extension
E. IP address of the CallManager Express

Answer: D,E

QUESTION 3:

Select the two answers that best describe the Screen Pop feature provided by the Cisco CRM Communications Connector. (Choose two.)

A. supports automatically popping the customer record when a customer call is internally transferred from one CRM user to another
B. opens customer account record on recipient's PC screen as call arrives
C. provides a screen pop of the customer's previous purchase history with the company for the agent to view
D. supports manual association of calls with new or existing account records

Answer: B,D

QUESTION 4:

Select the answer that best describes how the Cisco CRM Communications Connector handles Click to Dial outbound calls if there is more than one phone number listed for the Microsoft CRM customer contact?

A. You cannot Click to Dial if there is more than one phone number listed for the Microsoft CRM customer contact record.
B. The Cisco CRM Communications Connector pops a small GUI which asks you to choose which phone number you wish to call.
C. You select which phone number is the primary phone number for the contact; that number is the one that is called.
D. The Cisco CRM Communications Connector Click to Dial feature works only with the listed business phone number field.

Answer: B

QUESTION 5:

What type of application programming interface (API) does the Cisco CallManager Express use to relay caller ID and call state information to the Cisco CRM Communications Connector?

A. Transaction Tracking Response API (TTR)
B. Java Telephony Programming Interface (JTAPI)
C. Cisco CallManager Express uses TAPI Lite, leveraging the TAPI service provider integrated into Cisco IOS
D. Cisco CallManager Express uses Extended Markup Telephony Integration (EMTI)

Answer: C

QUESTION 6:

Select the answer that best describes the business benefits provided by the Screen Pop feature.

A. saves the user time when an inbound or outbound call is placed or received by automatically popping the customer service record of the employee who owns the customer case
B. automatically pops configured telemarketing scripts which allows the employee to up-sell the customer on the latest products
C. saves the user time when an inbound or outbound call is placed or received, by automatically popping the customer record and phone call record on the user's screen
D. improves customer service by automatically popping the customers last e-mail to the Microsoft CRM user

Answer: C

QUESTION 7:

DRAG DROP
You work as a network technician at Certkiller .com. Your boss Certkiller asks you to arrange the sequence of events involved in the call terminated message flow. Match the event with the appropriate step.

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and many others.. See complete list Here