



ITTEST

QUESTION & ANSWER

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Exam : **M8010-246**

Title : IBM Smarter Commerce
Sales Mastery Test v1

Version : DEMO

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

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

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

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 processcapabilities which support each phase of the commerce cycle.
- D. A simple monolithic application for each phase of the commerce cycle.

Answer: A

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