

# P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

- A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing intelligence to recommend the most appropriate pricing action
- B. Know what your customers want before they do and give them the personalized experiences they expect
- C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs
- D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

Correct Answer: A

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**QUESTION 2**

Which is a key differentiator between the differing levels of packaging for IBM Watson Commerce Insights?

- A. The number of order lines included.
- B. The service hours included for training.
- C. The ability to switch between contextual views.
- D. The number of users allowed to access the instance.

Correct Answer: A

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**QUESTION 3**

Which Omni-Channel Commerce offering includes anomaly detection to help companies identify hidden situations that may be impacting their business?

- A. Digital Commerce
- B. Digital Analytics
- C. Customer Insights
- D. Commerce Insights

Correct Answer: D

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**QUESTION 4**

Which audience is best suited for IBM Configure Price Quote?

- A. B2B2CandB2G
- B. B2Conly
- C. B2B. B2C and B2B2C
- D. B2Bonly

Correct Answer: D

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**QUESTION 5**

Which is a correct statement for IBM Configure Price Quote (CPQ)?

- A. CPQ is used primarily in a B2C atmosphere to assist the users in selecting products.
- B. CPQ is used to view all analytics around a B2C experience.
- C. CPQ is used solely as a product and pricing catalog, and is not customer facing.
- D. CPQ automates the selling process and simplifies the configuration of complex products and services.

Correct Answer: D

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