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IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Which target Buyer wants to create personalized and seamless digital customer experiences, while being able to respond to market changes based on insight, thereby improving customer engagement, loyalty and conversion rates?

A. VP of Store Operations

B. VP of Supply Chain

C. Director of Information Technology

D. VP of eCommerce

Correct Answer: D

QUESTION 2

Which business value statement regarding IBM Watson Commerce Insights capabilities is correct?

A. Delivers a personalized view of data and insights in context of the customer experience, finds hidden opportunities, and takes direct merchandising action based on insights gleaned without switching context or tools.

B. Delivers quick integration with all other Watson Customer Engagements applications, such as Dynamic Pricing and Watson Campaign Automation, under a fully customizable Commerce experience.

C. Integrates all of the available product data and product images into one database that is then easily searchable using Watson Content Hub.

D. Provides a single, personalized view of data and insights, gleamed from automated reporting of internal POS data, performs cognitive pricing actions, and optimizes promotions based on customizable revenue targets.

Correct Answer: A

QUESTION 3

Which audience is best suited for IBM Configure Price Quote?

A. B2B2CandB2G

B. B2Conly

C. B2B. B2C and B2B2C

D. B2Bonly

Correct Answer: D

QUESTION 4

What is a key question to help challenge the thinking of a prospect and position IBM as a Commerce market leader?

A. How would sales improve if you could intelligently present products and content to customers that spoke to them personally?

B. Is your EDI software aging, or out of support?

C. What are you doing today to deliver more personalized marketing campaigns to increase customer engagement?

D. Do you lack inventory visibility, thereby creating higher costs?

Correct Answer: A

QUESTION 5

Which of the following BEST describes the IBM Watson Commerce Insights\\' Assistant feature?

A. Alerts the merchandiser when the inventory is running low on preselected items in the assortment

B. Detects abnormal business conditions, such as revenue impact, along with supporting evidence and recommended actions

C. Compiles all of the frequently used users reports into one dashboard view for easy access

D. Identifies abandoned shopping carts, and can be configured to send a report to the marketer or automatically send a reminder email to the customer

Correct Answer: B

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