IBM

Exam 00M-663

IBM Digital Marketing Optimization Sales Mastery v1

Version: 6.0

[Total Questions: 40]

Question No : 1

Name three benefits of the CSO Suite:

A. Market positioning: reduction in Average Handle Timer dispute resolution
B. Customer conversion, reduction in Average Handle Time, customer training
C. Cross-sell / up-sell, call avoidance, reduction in Average Handle Time
D. Improve site content, call avoidance, fraud forensics

Answer: B
Reference:http://www-
304.ibm.com/industries/publicsector/fileserve?contentid=243509(slide 13)

Question No : 2

Of the four brands that compose IBM Enterprise Marketing Management (EMM), which two
make up the bulk of EMM's DMO capabilities?

A. Unica and Coremetrics
B. Unica and Tealeaf
C. Coremetrics and DemandTec
D. Coremetrics and Tealeaf

Answer: D

Question No : 3

What is the product family that enables you to seamlessly integrate online customer
experience data with other business application?

A. CSO Suite
B. CBA Suite
C. CX Mobile
D. cxConnect

Answer: D
Reference:http://www-01.ibm.com/common/ssi/cgi-

bin/ssialias?infotype=AN&subtype=CA&htmlfid=897/ENUS213-096&appname=USN(see cxconnect integration solutions)

Question No : 4

Which applications do the CX Mobile support?

A. Native Apps and Mobile Site
B. HTML5, Hybrid Apps, and Native Apps
C. HTML5, Hybrid Apps, Native Apps, Mobile Site
D. HTML Native Apps, and Hybrid Apps

Answer: C

Reference:http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03162usen/ZZD03162USEN.
PDF(page 1, see feature highlights)

Question No : 5

What are the two key features of cxImpact?

A. Replay search and basic reporting
B. Replay and audits
C. Performance reporting and form conversion
D. Session history and summary reports

Answer: B

Reference:http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03167usen/ZZD03167USEN.
PDF

Question No : 6