



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

A KPI is composed of the four (4) events in this image. The image also shows the event count. In the configuration for this KPI, the Summary Calculation is set to Average (Excluding 0 Values) and the Base Activity parameter is set to Event.

| Indicator | Event Count |
|--------------------------------|-------------|
| 1 - Promo Code Issue & Abandon | 69 |
| 2 - Payment Issue | 57 |
| 3 - Billing Information Issue | 48 |
| 4 - Shipping Information Issue | 0 |

What is the formula to compute the KPI's Grade Rating using a weighted KPI calculation if the Value for a Summary Calculation set to Total is 200, and the Base Activity count is 800?

- A. Grade Rating = $(200 / 4) / 800$
- B. Grade Rating = $(200 / 3) / 800$
- C. Grade Rating = $(800 / 4) / 200$
- D. Grade Rating = $(800 / 3) / 200$

Correct Answer: B

QUESTION 2

An analyst for an online bank is interested in identifying when customer failure rates for scheduling a bill payment may be due to a problem specific to a browser version. The analyst wants to be able to trend bill payment failure rates by browser version over time. Browser versions are constantly changing, so the analyst wants to use a dimension to track the browser version automatically for every session where the customer was not able to successfully complete a bill payment schedule. Which dimension configuration should the analyst use to track the browser version for this scenario?

- A. Set the Values to Record field to "Whitelist Only".
- B. Set the Values to Record field to "Whitelist + Observed Values".
- C. Set the Values to Record field to "Whitelist Only", then click the Edit Whitelist button and add values.
- D. Set the Values to Record field to "Whitelist Only", click the Edit Whitelist button and add values, then click the Edit Blacklist button and add values.
- E. Set the Values to Record field to "Whitelist + Observed Values", click the Edit Blacklist button and add values.

Correct Answer: B



QUESTION 3

An event modeler is tasked with creating a report that shows the percent of sessions with failed searches. The event modeler creates a new event to record failed searches. What should be chosen to track this event?

- A. Every Hit
- B. First per Session
- C. Every Occurrence
- D. First Hit of Session

Correct Answer: B

QUESTION 4

Which two report components are part of the Technical Site Metrics dashboard?

- A. Session Count
- B. Conversion Rate
- C. Page Generation
- D. Customer Experience KPI
- E. Checkout Process Scorecard

Correct Answer: AC

QUESTION 5

A developer has a business process that has been defined in a scorecard. The scorecard functions as expected and shows grades for each subsequent step as well as the overall completion of the process, abandonment and failure of key

steps. During the weekend the e-commerce team has applied a release that made a few modifications to the checkout process.

The changes included:

-New Tags for the Tag management system.

-

A new set of images for the site.

-

A change in the CSS file that controls the formatting of the checkout form.

-



A change in the cart checkout function timeout.

Although other site functionalities have not changed, and there have been no increases in user complaints, the abandonment rate as reported by the scorecard has tripled. What could be the cause of this change in the scorecard abandonment rate?

- A. The new tags are interfering with checkout completion.
- B. The end process event has been invalidated by the page image changes.
- C. The new application timeout does not equal the canister session idle timeout.
- D. The CSS file changes are interfering with the processing of the checkout page.

Correct Answer: C

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