

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

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

When meeting with a CIO of a B2B manufacturer, which IBM Commerce Software prospecting questions is the MOST appropriate?

- A. Where do you feel you have the least visibility into customer/brand interaction?
- B. How responsive is your website across different browsers and smart devices?
- C. How are you managing your eCommerce environments today and what type of deployment model are you looking for going forward?
- D. What is your strategy for improving customer satisfaction and loyalty?

Correct Answer: C

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**QUESTION 2**

When meeting with the VP of eCommerce for a retailer, which IBM Commerce Software prospecting question is the MOST appropriate?

- A. Is your inventory in one channel visible and usable by other channels?
- B. How effectively can you to deliver timely, relevant and personalized content, information and promotions to customers?
- C. What are the biggest challenges facing your stores today?
- D. How much time does your Sales Reps spend in the field versus in systems to get a quote out to the customer?

Correct Answer: B

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**QUESTION 3**

Which is a IBM Dynamic Pricing capability?

- A. Adjusts and optimizes instore prices based on competitor's inventory levels
- B. Works with a retailer's business strategy to shape price recommendations and creates those recommendations in minutes
- C. Monitors competitor in-store pricing and promotions via online flyers, and adjusts prices in realtime to stay competitive
- D. Provides an automated online sales process for accurate configuration and pricing of complex products and services

Correct Answer: C

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**QUESTION 4**

When meeting with the VP of Merchandising about IBM Watson Commerce Insights, which prospecting question would be MOST appropriate?

- A. How valuable would it be to see real-time site metrics and business data, in context of the customer experience?
- B. What is your biggest challenge in creating promotions that drive sales?
- C. What are you looking for in a Commerce Platform?
- D. What would it mean to your business if you could make and implement pricing changes in seconds not hours?

Correct Answer: A

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## QUESTION 5

Which three statements are true for IBM Commerce Software: Starter Stores?

- A. Starter Stores are available for B2C web store implementation only
- B. Starter Stores are available for both B2B and B2C web store implementations
- C. Starter Stores do not offer support for unstructured content such as how-to videos and user manuals
- D. Start Stores include pre-built widgets to help quickly and build store pages
- E. Starter Stores are quick and easy to implement, and eliminate or minimize reliance on IT support

Correct Answer: BDE

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