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P1000-004^Q&As

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

Next to the VP of eCommerce, what are two other key target personas for IBM Dynamic Pricing?

A. Chief Financial Officer

B. VP of Merchandising

C. VP of IT Infrastructure

D. Head of Pricing

E. Chief Supply Chain Officer

Correct Answer: BD

QUESTION 2

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

QUESTION 3

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

QUESTION 4

What is IBM Commerce Software?

A. IBM\\'s solution to understanding every customer, by visualizing customer journeys, replaying online sessions and deriving insights that can be applied across channels.

B. IBM\\'s premier solution geared for both online and omni-channel commerce, and omni-channel order orchestration and fulfillment.

C. A powerful digital commerce platform for online and omni-channel commerce, built to deliver personalized and consistent experiences across all customer touchpoints.

D. IBM\\'s analytical tool for predicting customer behavior across channels in order to tailor personalized experiences.

Correct Answer: C

QUESTION 5

What is a critical discovery question to help qualify an Omni-Channel Commerce solutions deal?

A. How do you consistently keep your promise when fulfilling customer orders, both online and in stores?

B.

How effectively are you able to deliver timely, relevant and personalized content, information and promotions?

C. Do you rely on business analysts/scientists to provide the accurate and timely customer insights you need to make decisions?

D. Are Supply Chain Disruptions impacting your business and effecting your margins?

Correct Answer: B

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