



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

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

QUESTION 2

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 3

Which is a characteristic of a bad IBM Dynamic Pricing opportunity?

- A. Multiple "users" in the pricing process today
- B. Competitive data is not available
- C. B2C opportunities, especially when they have fast-moving consumer goods
- D. The online business is +\$150M
- E. 1000s of SKUs to manage

Correct Answer: B

QUESTION 4



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 5

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

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