C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

A bank wants to learn more about potential customers applying for a mortgage online. In particular, they want to understand regional success rates on mortgage applications.

They have created events to capture the following information from the application process:

-

Applicant postal code

-

Applicant IP address

-

Loan amount

-

Loan type

-

Application abandoned

Which event configurations would create a report to help them understand mortgage applicants from different regions?

A.

IP address event with dimensions on postal code, loan type, loan amount

B.

Postal code event with dimensions on IP address, loan type, loan amount

C.

Application abandoned event with dimensions on postal code, loan amount

D.

Loan amount event with dimensions on postal code, application abandoned

Correct Answer: D

QUESTION 2

An analyst in a retail organization is asked to provide a weekly report indicating the average number of payment errors per session. To accomplish this, the analyst created an event counting the number of payment errors per session. The event will be used as the value for the event used in the report. The two events are Events A and B:

-

Event A counts the number of payments errors per session.

-

Event B will be created by the analyst to be used in a report. When should Event B fire?

A.

Every Hit

B.

After Every Hit

C.

End of Session

D.

After Every Step

Correct Answer: C

QUESTION 3

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 addvalues.

E. Set the Values to Record field to "Whitelist + Observed Values", click the Edit Blacklist button and add values.

Correct Answer: B

QUESTION 4

Which three are captured in IBM Tealeaf sessions?

A. Hits

B. Actions

C. Request

D. Response

E. Directory structure

F. Client\\'s machine name

Correct Answer: ACD

QUESTION 5

In Report Builder, which format options are available when using the Export Report function?

A. HTML and XML

B. Word and PowerPoint

C. Excel, PDF, and Email

D. SharePoint, Facebook, and Twitter

Correct Answer: C

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