P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

What Watson-Customer Engagement offering can be leveraged with IBM Watson Commerce Insights Analyzer to give merchandisers broader cognitive insights into online customer behaviors?

A. Watson Content Hub

B. Watson Analytics

C. Watson Merchandising

D. Watson Order Optimizer

Correct Answer: B

QUESTION 2

Omni-Channel Commerce solutions is a part of what category/categories?

A. Watson Commerce only

B. Watson Marketing and Watson Commerce

C. Watson Supply Chain only

D. Watson Marketing only

Correct Answer: A

QUESTION 3

Using Omni-Channel Commerce solutions, what is an expected result from an approach that uses intelligent pricing and promotion planning to maximize sales, profit and customer loyalty?

A. Respond in real-time to changes in competitor pricing, product demand and market conditions, with pricing intelligence to recommend the most appropriate pricing action

B. Know what your customers want before they do and give them the personalized experiences they expect

C. Create a faster and easier buying experience, reduce deal cycle time, and reduce administration costs

D. Deliver a more consistent customer experience across all channels by having a single source for updating digital content

Correct Answer: A

QUESTION 4

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

QUESTION 5

Which business value statement regarding IBM Watson Commerce Insights capabilities is correct?

A. Delivers a personalized view of data and insights in context of the customer experience, finds hidden opportunities, and takes direct merchandising action based on insights gleaned without switching context or tools.

B. Delivers quick integration with all other Watson Customer Engagements applications, such as Dynamic Pricing and Watson Campaign Automation, under a fully customizable Commerce experience.

C. Integrates all of the available product data and product images into one database that is then easily searchable using Watson Content Hub.

D. Provides a single, personalized view of data and insights, gleamed from automated reporting of internal POS data, performs cognitive pricing actions, and optimizes promotions based on customizable revenue targets.

Correct Answer: A

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