



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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QUESTION 1

What is the key target market for IBM Dynamic Pricing?

- A. Manufacturing companies with many different parts and prices
- B. Brick and mortar retailers
- C. Healthcare and insurance providers
- D. Online retailers

Correct Answer: A

QUESTION 2

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to learn how important is their eCommerce channel to their overall brand image?

- A. How often do you currently update online prices?
- B. Do you have a way to strategically group and price items with low competitive price elasticity?
- C. What are your plans for sales or sku growth over the next three years?
- D. What steps are you taking to streamline the channel to improve your brand image?

Correct Answer: D

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

What are the core and target industries for Omni-Channel Commerce solutions?



- A. Banking, Financial Services, Insurance. Travel and Transportation
- B. Chemical, Government, Life Sciences
- C. Aerospace. Defense, Energy, Mining, Utilities
- D. Retail, Telecommunications, Electronics, Industrial and Manufacturing

Correct Answer: D

QUESTION 5

A company is looking to expand their digital footprint and they need to quickly capitalize on the opportunity. Which is NOT a way in which IBM Commerce Software can help?

- A. Easily creates and manages unique e-commerce sites based on their different brands, customer segments or geographical marketplaces
- B. Reduces the time and cost of implementation with access to Starter store templates for only B2C
- C. Supports 13 languages out of the box
- D. Offers local or regional marketing campaigns, promotions and pricing through one platform

Correct Answer: B

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