



# 000-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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### QUESTION 1

Given the following KPI scorecard:

KPI	Goal	Focus 09/12/2013		Compare 09/11/2013		Change
		Grade	Rating	Grade	Rating	
<u>Usability Issues</u>	5.00%	F	38.48%	F	38.48%	↑ 0.00
<u>System Issues</u>	2.50%	F	11.87%	F	12.69%	↓ -0.82
<u>Application Issues</u>	1.50%	A	0.00%	A	0.00%	0.00
<u>Business Issues</u>	5.00%	F	82.59%	F	80.85%	↑ 1.74

Which KPI configuration can be determined by viewing this KPI scorecard?

- A. Base Activity
- B. Grade Assignments
- C. Summary Calculation
- D. Comparison to Previous

Correct Answer: D

### QUESTION 2

When does session Indexing take place?

- A. At Capture
- B. Before loading in Replay
- C. Before loading the Short Term Canister
- D. Before loading in the Long Term Canister

Correct Answer: D

### QUESTION 3

The following KPI on a KPI Scorecard contains a group of 4 related events. The configuration for Summary Calculation is set to Average (Excluding 0 Values) and the Base Activity parameter is set to Event.



Total Activity	Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_CF	369	
Indicator	Event Count	% Activity
1 - Promo Code Issue & Abandon	69	
2 - Payment Issue	57	
3 - Billing Information Issue	48	
4 - Shipping Information Issue	0	

Which formula is used to compute the % activity for 2 - Payment Issue?

- A. % Activity = 57 / 3
- B. % Activity = 57 / 4
- C. % Activity = 57 / 174
- D. % Activity = 57 / 369

Correct Answer: A

#### QUESTION 4

An analyst for a credit card company has created a business process scorecard for their card application. After allowing the scorecard to collect information, the results are as follows:

Process Step	Event Count	Conv.
1 Enter Information	4,648	
2 Verify Information	5,118	117.21%
3 Approval Status	2,968	54.47%
4 Add Card Options	1,183	39.36%
5 Final Summary	484	40.31%
6 Confirmation	359	74.17%

How should the analyst modify the scorecard?

- A. Change step 2 to include step 1 as a value
- B. Change step 6 to include step 5 as a value
- C. Change step 6 to include step 5 as a condition
- D. Change step 2 to include step 1 as a condition



Correct Answer: D

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#### QUESTION 5

Which is an IBM Tealeaf session file format?

- A. .tlf
- B. .tlp
- C. .tlr
- D. .tla

Correct Answer: D

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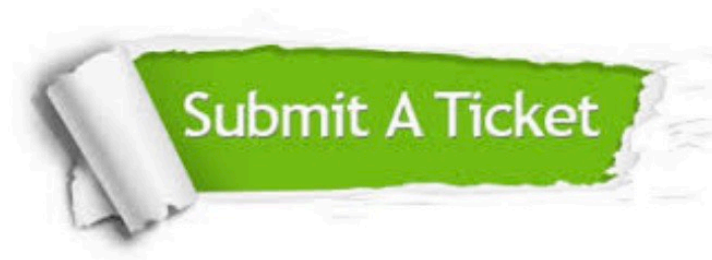
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