



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

An event modeler is tasked with creating a new hit attribute to capture the text displayed to customers on the home page. The modeler is also asked to provide a report of the values generated. The text value is displayed in a DIV tag on the home page called yCompanyDiv8?to provide a report of the values generated. The text value is displayed in a DIV tag on the home page called ?yCompanyDiv8? Which should the modeler use to configure the hit attribute?

- A. Text Pattern
- B. Step Pattern
- C. Custom Tags
- D. Start Tag/End Tag

Correct Answer: D

QUESTION 2

An event modeler is tasked with tracking customers who did not complete their purchase because they received a 404 error. The modeler already configured two events on the system. Event 1 tracks sessions where a 404 error was encountered. Event 2 tracks customers that have completed a purchase. Which condition should the modeler use to build a new event that tracks customers who received a 404 error and did not complete their purchase?

- A. The occurrence of Event 1 and the occurrence of Event 2
- B. The occurrence of Event 1 and the non-occurrence of Event 2
- C. The occurrence of Event 2 and the non-occurrence of Event 1
- D. The non-occurrence of Event 1 and the non-occurrence of Event 2

Correct Answer: B

QUESTION 3

An event modeler has created a new event that fires at the end of a session. Which would NOT receive a value?

- A. A hit attribute
- B. A session attribute
- C. A distance event
- D. A sequence event

Correct Answer: A

QUESTION 4



A business process consists of four pages: Page1.html Page2.html Page3.html Page4.html An analyst is tasked with building a scorecard for this business process. Successful business process traffic flow requires users to proceed from Page1 to Page2 then to Page3 and finally to Page4 in order. The analyst begins by building simple page events that detect when each of the pages are displayed to the user. There is an event that detects when Page1 is displayed, another that detects Page2, Page3 and so on. Assuming that the Business process start event is the Page1 event, what must be done to verify that the scorecard does NOT grade fragmented business process sessions?

- A. For every step in the process, add the previous step event to each current event.
- B. For every step of the process, verify that the final step is present in the session.
- C. For every step in the process, verify that the previous step exists in the session.
- D. For every step of the process, verify that each of the previous page events are present in the session.

Correct Answer: D

QUESTION 5

Which two report components are part of the Technical Site Metrics dashboard?

- A. Session Count
- B. Conversion Rate
- C. Page Generation
- D. Customer Experience KPI
- E. Checkout Process Scorecard

Correct Answer: AC

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