



# P1000-004<sup>Q&As</sup>

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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### QUESTION 1

When meeting with the VP of Merchandising about IBM Watson Commerce Insights, which prospecting question would be MOST appropriate?

- A. How valuable would it be to see real-time site metrics and business data, in context of the customer experience?
- B. What is your biggest challenge in creating promotions that drive sales?
- C. What are you looking for in a Commerce Platform?
- D. What would it mean to your business if you could make and implement pricing changes in seconds not hours?

Correct Answer: A

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### QUESTION 2

Which is a characteristic of a bad IBM Dynamic Pricing opportunity?

- A. Multiple "users" in the pricing process today
- B. Competitive data is not available
- C. B2C opportunities, especially when they have fast-moving consumer goods
- D. The online business is +\$150M
- E. 1000s of SKUs to manage

Correct Answer: B

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### QUESTION 3

What is IBM Commerce Software?

- A. IBM's solution to understanding every customer, by visualizing customer journeys, replaying online sessions and deriving insights that can be applied across channels.
- B. IBM's premier solution geared for both online and omni-channel commerce, and omni-channel order orchestration and fulfillment.
- C. A powerful digital commerce platform for online and omni-channel commerce, built to deliver personalized and consistent experiences across all customer touchpoints.
- D. IBM's analytical tool for predicting customer behavior across channels in order to tailor personalized experiences.

Correct Answer: C

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### QUESTION 4



What is a critical discovery question to help qualify an Omni-Channel Commerce solutions deal?

A. How do you consistently keep your promise when fulfilling customer orders, both online and in stores?

B.

How effectively are you able to deliver timely, relevant and personalized content, information and promotions?

C. Do you rely on business analysts/scientists to provide the accurate and timely customer insights you need to make decisions?

D. Are Supply Chain Disruptions impacting your business and effecting your margins?

Correct Answer: B

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#### QUESTION 5

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

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