



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

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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#### QUESTION 1

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 2

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 3

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

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#### QUESTION 4



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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#### QUESTION 5

What are two ways in which IBM Commerce Software can be differentiated from SAP Hybris?

- A. IBM leverages cognitive capabilities to get real-time customer and business insights to deliver seamless and consistent omni-channel experiences.
- B. IBM Commerce Software has the ability to demo well with integration with back office, ERP systems.
- C. IBM Commerce Software shows a much greater amount and growth in RandD investments.
- D. IBM's Commerce platform can scale very quickly, support peak traffic and volumes, offering multiple delivery options (On-premise, Managed Service and SaaS).

Correct Answer: AD

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