000-474^{Q&As}

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IBM Tealeaf Customer Experience Management V8.7,Business Analysis

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QUESTION 1

An online banking customer is capturing mobile session traffic in IBM Tealeaf. An analyst for the online bank is interested in which operating systems and mobile devices (brand and model) visitors use the most when they attempt to schedule a bill payment.

The analyst also wants to know whether the customer is successful in scheduling the bill payment on the device and operating system. The analyst creates a report group named Bill Pay Properties. How should the analyst create the report group?

A. Add the following events to the same report group:

-

Device Brand

-

Device Model

-Operating System

-Bill Pay Success Flag

B. Add the following dimensions to the same report group:

-

Device Brand

-

Device Model

-Operating System

-Bill Pay Success Flag

C. Add the following events to the same report group:

-

Device Brand

-

Device Model

-Operating System

-Bill Pay Success Flag

-Traffic Type

D. Add the following dimensions to the same report group:

-

Device Brand

-

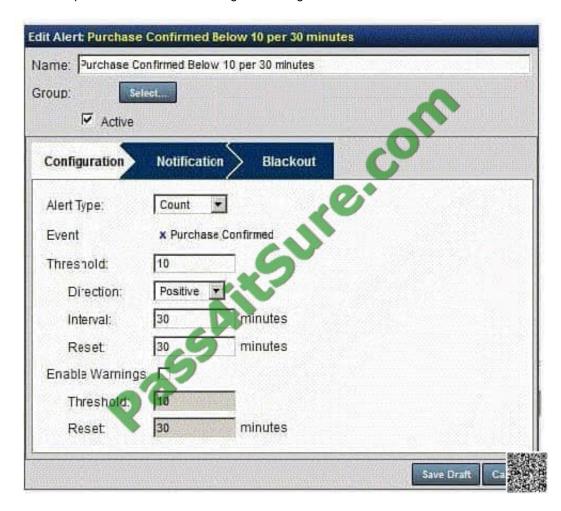Device Model

-Operating System

-Bill Pay Success Flag

-Traffic Type

Correct Answer: B

QUESTION 2

A user has been asked to configure an alert to fire if the number of "Purchase Confirmed" events falls below 10 in any 30 minute period. Refer to the following alert configuration:

Which setting needs to be changed to meet these requirements?

A. Change the value of Reset

B. Change the value of Interval

C. Change the value of Direction

D. Change the value of Threshold

Correct Answer: C

QUESTION 3

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	5,448	117.21%
3 Approval Status	2,968	54.47%
4 Add Card Options	1,183	39.36%
5 Final Summary	484	40.91%
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

QUESTION 4

What are session attributes defined as?

A. System and user-defined variables that monitor activities on the current hit.

B. A much faster means of locating matches based on submitted search criteria.

C. System and user-defined variables on the captured session that are stored as part of each session.

D. A mechanism through which one can safeguard the sensitive data of customers and the applications they use.

Correct Answer: C

QUESTION 5

The marketing department wants to track the value of goods in the shopping cart at the moment when customers abandon, in order to develop a report on the total revenue currently lost through abandonment. An event has been created to identify and store the value of the shopping cart present in the response. Which tracking option should be used for this event?

A. First Per Session

B. Last Per Session

C. Cumulative Value

D. Every Occurrence

Correct Answer: B

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