



840-450^{Q&As}

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QUESTION 1

DRAG DROP

Consider customer touchpoints and interactions. drag each description on the left to its correct category on the right.

Select and Place:

The business views the customer journey from the perspective of the customer.	Outside-In Thinking
The result is reduced customer complaints.	
No decision is made, which results in a benefit to the business, but not to the customer.	Inside-Out Thinking
The result is negative customer emotions.	

Correct Answer:

	Outside-In Thinking The business views the customer journey from the perspective of the customer. The result is reduced customer complaints.
	Inside-Out Thinking No decision is made, which results in a benefit to the business, but not to the customer. The result is negative customer emotions.



QUESTION 2

With regard to customer journey mapping, which factor has the greatest impact on how a customer feels about an organization?

- A. moments of truth
- B. low price guarantee
- C. best customer service
- D. ease of doing business

Correct Answer: C

QUESTION 3

An engagement at the business solutions maturity level addresses which customer Question:?

- A. How do I measure the business impact of technology investments?
- B. How do I transform my business capabilities?
- C. How do I facilitate innovation as a service by fast-tracking technology enablement?
- D. What are the benefits of a multidomain data center and collaboration architecture?

Correct Answer: B

QUESTION 4

DRAG DROP

You are developing a customer journey map. Drag and drop each customer touch point on the left to the correct touch point type on the right.

Select and Place:



- Do not improve the customer experience
- Improve internal efficiencies of known customer interaction pain points
- Are cost-cutting measures that negatively affect the customer experience
- Maximize customer benefits instead of shareholder value
- Maximize shareholder returns instead of customer benefits
- Are cost measures that improve the customer experience

Outside-In

-
-
-

Inside-Out

-
-
-

Correct Answer:

-
-
-
-
-
-
-
-
-
-

Outside-In

- Improve internal efficiencies of known customer interaction pain points
- Maximize customer benefits instead of shareholder value
- Are cost measures that improve the customer experience

Inside-Out

- Do not improve the customer experience
- Are cost-cutting measures that negatively affect the customer experience
- Maximize shareholder returns instead of customer benefits



QUESTION 5

You are constructing the key resources view of the business model canvas. Which two business perspectives are supported? (Choose two.)

- A. key activities
- B. cost structure
- C. customer relationships
- D. distribution channels
- E. customer segments

Correct Answer: AE

Reference: <https://www.cleverism.com/key-resources-building-block-in-business-model-canvas/>

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