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Vendor: Avaya

Exam Code: 3C00120A

Exam Name: Avaya Customer Experience Management (CEM) APDS Online Test

Version: Demo

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QUESTION 1

This solution is hosted Software as a Service or SaaS-dedicated Chat solution. It provides both automated and live agent chat modes of operation with seamless escalation from automated to live. (Select one.)

- A. Avaya One Touch Video
- B. Avaya Automated Chat
- C. Avaya Customer Connections Mobile
- D. Avaya CallBack Assist

Correct Answer: B

QUESTION 2

Which three statements best describe the business challenges that Avaya Aura® Contact Center can solve? (Select three.)

- A. Provide a consistent, high quality customer experience
- B. Voice channel is overloaded
- C. Use agents for tasks customers could do themselves
- D. High agent turnover due to low job satisfaction

Correct Answer: BCD

QUESTION 3

Which Assisted Experience Management product or solution integrates seamlessly with Avaya Interaction Center? (Select one.)

- A. Avaya Aura® Call Center Elite
- B. Avaya Intelligent Customer Routing
- C. Avaya Context Store
- D. Avaya Aura® Contact Center

Correct Answer: B

QUESTION 4

Which of the following are products, applications, and solutions that reside within the Experience Layer of the CEM Framework? (Select four.)

- A. Avaya Proactive Contact
- B. Avaya Outbound Contact Express
- C. Avaya Control Manager
- D. Avaya Interaction Center
- E. Avaya Proactive Outreach Manager
- F. Avaya Aura® Orchestration Designer

Correct Answer: ABDE

QUESTION 5

Which are three business challenges that Avaya Proactive Contact can solve? (Select three.)

- A. Keep operational cost down
- B. Keep existing customers
- C. Cost effective ways to grow business, increase revenue
- D. Voice channel is overloaded

Correct Answer: ABC

QUESTION 6

Which three statements best describe the business challenges that Avaya Media Processing Server (MPS) can solve? (Select three.)

- A. Increasingly demanding customers
- B. Outbound system complexity and reliability
- C. Increase Return on Investment (ROI)
- D. Cost control

Correct Answer: ABC

QUESTION 7

Which definition applies to Avaya Aura® Orchestration Designer? (Select one.)

- A. Cloud application that listens to the relevant social networks, collects items posted, then processes those items
- B. An application which provides a visual, graphical design tool for developing service
- C. A real-time and historical reporting application for Contact Center Environments
- D. A centralized administration solution for managing the key Avaya Contact Center and Unified Communication products in a solution

Correct Answer: B

QUESTION 8

Which are Avaya Call Management System (CMS) deployment options? (Select four.)

- A. Dell 620 server for the mid range capacity option
- B. Dell 720 server for Enterprise capacity option
- C. Virtual (OVA on VMWare) Mid or high capacity configuration
- D. Dell 620 server for the low range capacity option
- E. HP NB56000c-cg server for Enterprise capacity option

Correct Answer: ABCD

QUESTION 9

Which Proactive product or solution must have RT_Socket installed for skill-based pacing for campaigns? (Select one.)

- A. Avaya Proactive Outreach Manager
- B. Avaya Proactive Contact
- C. Avaya Outbound Contact Express

Correct Answer: A

QUESTION 10

Which of the Avaya Media Processing Server hardware options is quoted in the Enterprise Configurator tool? (Select one.)

- A. Media Processing Server 500
- B. Media Processing Server 1000
- C. Media Processing Server 1500

Correct Answer: B

QUESTION 11

With Avaya Aura Experience Portal, the Avaya provided server offer includes which of the following applications that installs the operating system? (Select one.)

- A. Experience Portal OS Wizard
- B. Experience Portal Ignition Wizard
- C. Enterprise Linux Installer
- D. Enterprise Implementation Tool

Correct Answer: C

QUESTION 12

Which third-party components must be provided by the customer for Avaya One Touch Video? (Select four.)

- A. End customer initiating the call workstation
- B. Server-class host system with Siebel
- C. Web firewall to separate Internet from Enterprise demilitarized zone
- D. Web Server for hosting content
- E. Server-class host system with Red Hat Enterprise Linux

Correct Answer: ACDE

QUESTION 13

With regard to Avaya Outbound Contact Express, which of these applications must run on customer provided hardware? (Select four.)

- A. Agent message queue
- B. Campaign manager
- C. Script manager
- D. Supervisor applications
- E. IP Office Administrative Apps
- F. Avaya Speech Analytics Desktop Client

Correct Answer: BCDE

QUESTION 14

Avaya Control Manager provides a single administration platform for which of the following Avaya applications? (Select four.)

- A. Avaya Proactive Contact
- B. Avaya Operational Analyst
- C. Avaya Aura® Contact Center
- D. Avaya Aura® Call Center Elite
- E. Avaya Aura® Communication Manager

Correct Answer: ACDE

QUESTION 15

Which Avaya Aura® Workforce Optimization packages are licensed on a per agent seat basis? (Select three.)

- A. Avaya Quality Monitoring Package
- B. Avaya Workforce Management Package
- C. Avaya Social Media Analytics Package
- D. Avaya Workforce Optimization Package
- E. Avaya Coaching and eLearning Package

Correct Answer: ABD

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QUESTION 16

Which are software component provided by the Avaya Contact Flow Analytics turnkey solution? (Select three.)

- A. Tivoli software
- B. Oracle Business Intelligence Enterprise Edition (OBIEE)
- C. Contact Flow Analytics software
- D. Red Hat Enterprise Linux (RHEL) 5.6 Operating System
- E. Advanced Interactive executive (AIX) 6.1

Correct Answer: BDE

QUESTION 17

Which two operating systems are supported on customer provided hardware for Avaya Interaction Center? (Select two.)

- A. Mac OS X
- B. Windows 7 Professional Edition
- C. Linux OS
- D. Windows Vista Enterprise Edition

Correct Answer: BD

QUESTION 18

The Experience Layer enables organization to do which of following three key activities? (Select three.)

- A. Optimize the workforce
- B. Connect to the Back-Office
- C. Contextual Awareness
- D. Best/1:1 Matching

Correct Answer: BCD

QUESTION 19

Which of the following apply to the Avaya Customer Experience Management Design layer? (Select three.)

- A. Connect and Share Services
- B. Trouble Isolation
- C. Multi-tenancy Support
- D. Workflows and Application Simulation
- E. End-to-End Experience Design

Correct Answer: CDE

QUESTION 20

In addition to the Experience Layer, which two layers are part of the seven layers that make up the Avaya Customer Experience Management (CEM) Framework? (Select two.)

- A. Implementation Layer
- B. Design Layer
- C. Collaboration Layer
- D. Performance Layer

Correct Answer: BD

QUESTION 21

Which statement best describes the Performance Layer of the Avaya Customer Experience Management (CEM) Framework? (Select one.)

- A. Provides opportunities to create engaged customers across advanced multimedia channels. It describes how organization resources interact with customers.
- B. Serves as the Customer Experience Management "brain" which enables the organization to deliver the type of customer experience required.
- C. Enables the enterprise-wide design of the customer experience -ensuring that when multiple contacts come in from many locations they get the right experience as defined by the organization -regardless of the location or channel.
- D. Delivers enterprise-wide reporting that handles dashboard reporting and re; full, end-to-end performance management.

Correct Answer: D

QUESTION 22

Which are Implementation Services that Avaya Professional Services offer to Avaya Call Management System (CMS) customers? (Select three.)

- A. The design and implementation of custom scripts and reports for real-time; data
- B. The configuration of CMS interfaces which provide linkage to Avaya Aura®' Optimization applications such as Workforce Management
- C. The development and implementation of custom interfaces for CMS, providing linkage to Avaya Interaction Center
- D. The implementation of advanced CMS features such as External Call History Network integration

Correct Answer: A

QUESTION 23

ANAV provides which of the following business values to customers? (Select two.)

- A. Provides businesses with data points that can be easily manipulated into list develop more accurate staffing with the best resources for the type of incorrect
- B. Improves competitive position by delivering consolidated access to reports multiple sources for various Avaya Customer Experience Management solution
- C. Provides the ability to identify the customer's buying history or their past interactions.
- D. Improves agent behaviors and performance by identifying long holds, transfers, agent releases, short calls, long Average Hold Time (AHT) and After Call Work (ACW).

Correct Answer: BC

QUESTION 24

Which three statements best describe the value proposition for Avaya Context Store? (Select three.)

- A. Enhances Customer Experience
- B. Enables business to be conducted from anywhere
- C. Reduces the complexity of integrating Contact Center components
- D. Lowers total cost of ownership (TCO)

Correct Answer: ABD

QUESTION 25

Which three statements best describe the value proposition for Avaya Aura® Experience Portal? (Select three.)

- A. Improve customer satisfaction and retention
- B. Increase revenues
- C. Provide the ability to partition contact center solution for access control
- D. Reduce labor and service costs

Correct Answer: ABD

QUESTION 26

Which are three value statements for Avaya Proactive Outreach Manager? (Select three.)

- A. Increase revenues
- B. Provide a consistent front-end customer experience for inbound calls
- C. Improve customer satisfaction
- D. Reduce service costs

Correct Answer: ACD

QUESTION 27

Avaya is bidding for a telecommunications project with the Government of India ("GOI") through one of its Partners. The GOI official who is in charge of the tender requests that the Partner arrange a site visit to Avaya premises to check out our facilities. This is part of the bidding process which authorizes the concerned department to undertake a capability study of all the bidders. The Partner and Avaya take the three (3) member GOI team on a tour of Avaya facilities and conduct a demo of our core offerings. At the end of the demo, Partner and Avaya serve refreshments i.e. tea/coffee and biscuits for the GOI team.

Have the Partner and Avaya conducted themselves in compliance with Avaya policy?

- A. No, because by hosting government officials, both the Partner and Avaya attempted to influence the government to secure a favorable response bid response.
- B. Yes, because there was nothing wrong with facilitating the above since it was arranged pursuant to a legitimate government process (of reviewing bidder capabilities).

Correct Answer: B

QUESTION 28

A leading Partner of Avaya, responsible for managing several of our accounts, entertains, without Avaya's knowledge and approval, the Chief Technology Officer ("CTO") of a leading client whom Avaya services via the above Partner. The entertainment involves hosting a cocktail dinner for the CTO and his family at a suburban luxury hotel costing approximately \$200 and giving a gift coupon worth \$500. The Partner does not expense the above to Avaya and justifies the above action on the ground it was a "good will" gesture and not done with any ulterior motive of securing more business.

Is the Partner's behavior appropriate?

- A. No, because it involved payment of a cash equivalent (gift coupon), could be considered lavish under the circumstances and the Partner failed to notify Avaya about the event.
- B. Yes, because it was a "good will" gesture and Avaya expects our Partners to use their discretion in such instances while abiding by their own internal policies and procedures.

Correct Answer: A

QUESTION 29

Avaya is trying to get payments worth \$100,000 released from a public sector client in connection with an implementation project Avaya delivered successfully three (3) months back. The Partner through whom Avaya bid for the project is the primary interface conducting regular follow-ups with the client. The client contact promises to get the payment released within 45 days provided the Partner or Avaya pay up \$150 to expedite release. The Avaya channel account manager encourages Partner to do "whatever it takes' to get the money.

What should the Partner do?

- A. The Partner should immediately report the matter by using Avaya Ethics Hotline or emailing compliance@avaya.com.
- B. The Partner should ask Avaya to pay the money to get the payments released.
- C. The Partner should report the matter to their own management.
- D. The Partner should negotiate the proposed "sum" with the client contact and try and agree on a sum of

not more than \$60 which could be deemed reasonable.

Correct Answer: A

QUESTION 30

A leading reseller ("Reseller") of Avaya is invited by Avaya to attend a function organized to recognize the Reseller for its key contribution in increasing the revenue of Avaya's contact center technology ("CCT") suite of products from \$1m to \$3m over a 2 year period. The authorized representative of the Reseller is awarded a memento with an Avaya logo and a framed picture of Avaya CCT suite of products.

Is it appropriate for the reseller to accept the memento and the picture from Avaya?

- A. No, the reseller should have declined the memento and picture from Avaya since accepting gifts of any kind is against Avaya's policy.
- B. Yes, so long as it is acceptable under the Reseller's compliance policies. The items represent gifts of nominal value which are appropriate under Avaya's policy.
- C. No, the items were given to improperly influence the reseller to help Avaya to further augment the revenue from CCT products.

Correct Answer: B

QUESTION 31

Pursuant to opening a new branch office in an emerging market in South Asia, the distributor ("Distributor") engaged by Avaya comes in contact with a leading businessman in the country who claims to have sufficient contacts within the nongovernment space and offers to promote Avaya and our offerings in the country. For the above purpose, the businessman demands a cash payment of \$1000 which the Distributor pays on behalf of Avaya without seeking Avaya's express approval.

Is the Distributor's conduct appropriate?

- A. No, because the Distributor violated Avaya's policies on anti-bribery/anti-corruption because he did not conduct any due diligence on the businessman and without Avaya's knowledge engaged in conduct designed to improperly influence a commercial customer.
- B. Yes, since these are typically facilitation "grease" payments aimed to speed up things in the country and are acceptable as exceptions under certain anti-bribery/anti-corruption laws in various countries.
- C. No, the Distributor has violated our Avaya's policies since he did not receive Avaya's approval before effecting the payment.

Correct Answer: A

QUESTION 32

Avaya Contact Flow Analytics solution provides a cradle-to-grave view of customer calls, to effectively identify the customer needs and agent behaviors that need improving or enhancing. Which are capabilities of Contact Flow Analytics? (Select three.)

- A. It generates visualization of how calls are actually routed in the contact center by analyzing the < Call Management System (CMS) External Call History (ECH) data.
- B. It provides the capability to visually analyze and track problem areas with drill thru to analytical deeper analysis.
- C. It enables the business to analyze recorded voice content to identify key words and phrases in audio recordings.
- D. It helps businesses through its automated coaching and scoreboard assessments that help provide improved agent performance and productivity.
- E. It collects External Call History (ECH) data from one or more Avaya Call Management System (CMS) centralized data-mart.

Correct Answer: CDE

QUESTION 33

Which are three business challenges that Avaya IQ can solve? (Select three.)

- A. Using agents for tasks customers could do themselves
- B. Experiencing high agent churn
- C. Increasing customer complaints and low customer satisfaction (CSAT) scores
- D. Administering agents across multiple systems and locations

Correct Answer: BCD

QUESTION 34

Which are three business challenges that Avaya Proactive Outreach Manager can solve? (Select three.)

- A. Meeting revenue goals
- B. Improving customer satisfaction
- C. Keeping cost down
- D. Providing a consistent front-end customer experience for inbound calls

Correct Answer: ABC

QUESTION 35

Which are three business challenges that Avaya Operational Analyst can help solve? (Select three.)

- A. Identifying when to make resource adjustments
- B. Using agents for tasks customers could do themselves
- C. Managing all channels easily
- D. Identifying the customer's past interactions

Correct Answer: ACD

QUESTION 36

Which are customer value statements for ANAV? (Select three.)

- A. Improves end-user experience by offering a refreshed look and feel for exist Management System (CMS) customers.
- B. Enables the business to analyze recorded voice content to identify key words and phrases in audio recordings.
- C. Benefits customers that require Roles-based Access (RBAC) and the ability to partition data based on multiple tenants, or multiple business units sharing the same contact center
- D. Stack, typically required by Service Providers, hosted environments, and lan customers with multiple sites/business units on shared contact center.

Correct Answer: ABD

QUESTION 37

In connection with a CCT (Contact Center Technology) implementation project for the Government of Mourito, Avaya has partnered with a leading Distributor in the country. Avaya is required to import certain telecom equipment into Mourito. Avaya arranges for the shipment and same reaches Mourito port. In order to release the shipment, a no-objection letter is required from the customs unit in charge of the port. This is standard operating procedure in Mourito vis- a-vis overseas shipments. Typically, it takes about 7-14 working days to receive the letter. The Distributor, citing project exigency, pays a sum of \$150 to a senior customs official and obtains the NOC (No Objection Certificate). What prompts the Distributor to make the payment is that facilitation payments are customary and legal in Mourito.

What breach, if any, has the Distributor committed?

- A. None, the payment made by the Distributor constituted facilitation payment which is customary under the laws of Mourito.
- B. The Distributor has breached Avaya's policy since Avaya prohibits facilitation payments.

Correct Answer: A

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QUESTION 38

Which of the following applications/solutions in the Experience layer are supported by Avaya Control Manager? (Select three.)

- A. Avaya Proactive Contact
- B. Avaya one-X® Agent
- C. Avaya Call Management System
- D. Avaya Aura® Call Center Elite Multichannel
- E. Avaya Interaction Center

Correct Answer: ADE

QUESTION 39

Which of the following applications/solutions in the experience layer are supported by Avaya Aura® Orchestration Designer? (Select three.)

- A. Avaya CallBack Assist
- B. Avaya Aura® Experience Portal
- C. Avaya Customer Connections Mobile
- D. Avaya Social Media Analytics
- E. Avaya Proactive Outreach Manager

Correct Answer: ABE

QUESTION 40

Which product or solution must be configured prior to installing Avaya Proactive Outreach Manager (POM)? (Select one.)

- A. Avaya Aura® Contact Center
- B. Avaya Aura® Communication Manager
- C. Avaya Aura® Experience Portal
- D. Avaya Aura® Call Center Elite

Correct Answer: C

QUESTION 41

Customer supplied servers for Avaya Aura® Experience Portal require which operating system (OS)? (Select one.)

- A. Mac OS X Server
- B. Microsoft Windows 2008 Server
- C. Solaris 10
- D. Red Hat Enterprise Linux Server

Correct Answer: D

QUESTION 42

Which software is used by Avaya Aura Orchestration Designer? (Select two.)

- A. Microsoft Windows 8.0
- B. Microsoft Speech Application Programming Interface (SAPI) 6.0
- C. Storm Codec 7.01.19
- D. Microsoft Windows XP

Correct Answer: BD

QUESTION 43

Avaya Business Advocate is an entitlement with which CEM Experience Layer product or solution? (Select one.)

- A. Avaya Aura® Experience Portal
- B. Avaya Aura® Contact Center
- C. Avaya Aura® Call Center Elite
- D. Avaya Intelligent Customer Routing

Correct Answer: C

QUESTION 44

Which are two Automated Experience Management products or solutions that can run on customer provided servers? (Select two.)

- A. Avaya Aura® Experience Portal
- B. Avaya Media Processing Server Platform 500
- C. Avaya Callback Assist

Correct Answer: AC

QUESTION 45

Which one of the Proactive products or solutions comes in two configurations, a hard dialer or a soft dialer? (Select one.)

- A. Avaya Outbound Contact Express
- B. Avaya Proactive Outreach Manager
- C. Avaya Proactive Contact

Correct Answer: C

QUESTION 46

Avaya Call Management System (CMS) supports the virtualized environment, which is a customer provided prerequisite for such a deployment? (Select one.)

- A. Tivoli Storage Manager software
- B. RedHat Linux 6.4 Operating System
- C. Informix Database software
- D. VMware® vSphere 5.0 or 5.1

Correct Answer: D

QUESTION 47

Which are the three primary applications of the Avaya Aura Workforce Optimization (WFO) solution? (Select three.)

- A. Avaya Quality Monitoring (QM)
- B. Avaya Workforce Management (WFM)
- C. Avaya Contact Recording (ACR)
- D. ANAV

Correct Answer: ABC

QUESTION 48

If you run the Avaya Aura® Orchestration Designer applications on Avaya Voice Portal, Avaya Aura® Experience Portal, Avaya Interactive Response, or other Avaya products that use the WebLM license server, then Orchestration Designer does not require a separate WebLM license server.

A. True

B. False

Correct Answer: A

QUESTION 49

Which product or solution is a required prerequisite for Avaya Aura® Call Center Elite? (Select one.)

- A. Avaya Aura® Contact Center
- B. Avaya Aura® Call Center Elite Multichannel
- C. Avaya Aura® Communication Manager
- D. Avaya Interaction Center

Correct Answer: A

QUESTION 50

Which of the following are components of the Avaya Control Manager architecture? (Select four.)

- A. Provisioning server
- B. Web Services
- C. Connectors for key Avaya products
- D. Application server
- E. Media Processing Server

Correct Answer: ABCD

QUESTION 51

What Avaya Professional Service for Avaya Control Manager fits this definition?

provides customers with a specialized evaluation of the installation site and the network, including identifying any discrepancies that need to be rectified prior to implementation. Network assessments may be performed to determine if the customer's network can handle the \P solution. (Click and drag the correct option to the space below.)

- A. Solution Preparation
- B. Solution Design and Development
- C. Education and Knowledge Transfer
- D. Avaya Program Management

Correct Answer: A

QUESTION 52

Avaya Professional Services has several offers to assist customers with Data Source Integrations for Avaya Aura® Workforce Optimization, which are four Avaya product integration offers? (Select four.)

- A. Avaya Aura® Experience Portal
- B. Avaya Call Management System
- C. Avaya One Touch Video
- D. Avaya IQ
- E. Avaya Aura® Contact Center
- F. Avaya Operation Analyst
- G. Avaya Proactive Contact

Correct Answer: ABDE

QUESTION 53

Avaya Contact Flow Analytics helps the business to address some common business issues, which are some of these issues where Contact Flow Analytics can help? (Select three.)

- A. Improve the customer experience by identifying long wait times, frequent transfers, and 0 abandon calls. When an organization becomes aware of such situations they can perform root- cause-analysis to change the offending conditions.
- B. Improve operational efficiency by identifying inefficient business processes through analyzing misrouted calls and repeat calls.
- C. Enable businesses to capture best practices and it can assist them to 0 identify agents who are not getting the proper training or assisting customers inappropriately so they can be coached.
- D. Monitor calls and assesses compliancy to regulatory guidelines which 0 leads to a reduction in regulatory investigations and the avoidance of punitive costs due to non-compliance.
- E. Improve agent behaviors and performance by identifying long holds, transfers, agent releases, short calls, long Average Hold Time or AHT, and After Call Work or ACW.

Correct Answer: CDE

QUESTION 54

With regard to the Assisted Experience Management for Design course, there was a case study on Avaya Aura® Call Center Elite with Business Advocate, what were some of the results it brought the client? (Select three.)

- A. Enabled the business to exceed their goal of answering 90% of calls in less than 30 seconds
- B. Enabled members to communicate how they prefer via telephone, texting, email, or Web chat
- C. Provided a highly reliable, always-on solution at affordable cost
- D. Improved agent job satisfaction and reduced attrition

Correct Answer: ABC

QUESTION 55

Avaya has set up a branch office in an emerging market in South Asia. The company engages a Partner ("Partner" or "Channel Partner") who has contacts within the government to promote and sell its products and services in the above market. In connection with the above, the Partner pays two (2) government officials \$250 each. The Partner takes the position that these payments were not made to secure any government business but rather to build relationships to position Avaya's business in the market.

Is the Partner potentially in breach of anti-bribery/anti-corruption laws and regulations and Avaya's Anti-Bribery/Anti-Corruption policy?

- A. No, because the Partner didn't actually solicit any business for Avaya and the dollar value of the payment is relatively small.
- B. Yes, because anti-bribery/anti-corruption statutes and Avaya policy prohibit the improper influencing of a foreign public official to secure business from any source.

Correct Answer: B

QUESTION 56

Which are back up options for Avaya Management System (CMS)? (Select three.)

- A. Backup to Avaya Cloud
- B. Network Backup via Network File System (NFS)
- C. LAN Backup via various Netbackup
- D. Hardware Backup via tape device

Correct Answer: BCD

QUESTION 57

Which are four products, applications, or solutions that reside within the Customer Experience Management (CEM) Experience Layer? (Select four.)

- A. Avaya Control Manager
- B. Avaya Proactive Contact

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