



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

A company website creates a new session cookie for each visit. The accounting department asks the business analyst to create one single event that records a count value. Every time the same customer accesses the company website from a different device, the counter should increase by one. Which is a true statement?

- A. A new event can be created with the event type set to canister event.
- B. An event cannot be created because events cannot span multiple sessions.
- C. An event cannot be created because events cannot be created for mobile phones.
- D. A new event can be created with session attribute conditions for mobile and desktop values.

Correct Answer: B

QUESTION 2

A travel site wants to know the absolute potential and absolute revenue of email campaigns. Each of the dozen campaigns sent weekly is designated by a unique campaign code. Potential and actual revenue may be recorded from the site's cart. Which two should be configured as dimensions for this Report?

- A. Cart views
- B. Actual revenue
- C. Campaign code
- D. Potential revenue
- E. Purchase success

Correct Answer: CE

QUESTION 3

Given the following KPI scorecard:

KPI	Goal	Focus 09/12/2013		Compare 09/11/2013		Change
		Grade	Rating	Grade	Rating	
<u>Usability Issues</u>	5.00%	F	38.48%	F	38.48%	↑ 0.00
<u>System Issues</u>	2.50%	F	11.87%	F	12.69%	↓ -0.82
<u>Application Issues</u>	1.50%	A	0.00%	A	0.00%	0.00
<u>Business Issues</u>	5.00%	F	82.59%	F	80.85%	↑ 1.74



Which KPI configuration can be determined by viewing this KPI scorecard?

- A. Base Activity
- B. Grade Assignments
- C. Summary Calculation
- D. Comparison to Previous

Correct Answer: D

QUESTION 4

The management team at an online travel organization wants a weekly report indicating how many online sessions started the checkout process, viewed Online Help, and did not book travel within the same session. To accomplish this, the event modeler creates an event where "Start Checkout Event=True" and "Views Online Help=True and BookTravel=False". When should this event be evaluated?

- A. Last Hit
- B. Every Hit
- C. End of Session
- D. First Hit of Session

Correct Answer: C

QUESTION 5

Which is an IBM Tealeaf session file format?

- A. .tlf
- B. .tlp
- C. .tlr
- D. .tla

Correct Answer: D

QUESTION 6

In the business process scorecard a developer has defined the failure step to be a compound event. The conditions of this event use the output of all error events that may apply to the business process pages defined in the scorecard. Which evaluation should be applied to the error events in the compound failure event?

- A. Contains



- B. Logical OR
- C. Logical AND
- D. No evaluation required.

Correct Answer: B

QUESTION 7

What is a limitation of Ratio Reports?

- A. Functions cannot be added to Ratio Reports.
- B. Event counts and sums cannot be used in combination.
- C. Drill-down searches from the grid table are not available.
- D. The denominator must always be larger than the numerator.

Correct Answer: C

QUESTION 8

Which column in a session list template may require additional configuration?

- A. Hits
- B. Login ID
- C. Duration
- D. Session Time

Correct Answer: B

QUESTION 9

A developer has a business process that has been defined in a scorecard. The scorecard functions as expected and shows grades for each subsequent step as well as the overall completion of the process, abandonment and failure of key

steps. During the weekend the e-commerce team has applied a release that made a few modifications to the checkout process.

The changes included:

-New Tags for the Tag management system.

-



A new set of images for the site.

-

A change in the CSS file that controls the formatting of the checkout form.

-

A change in the cart checkout function timeout.

Although other site functionalities have not changed, and there have been no increases in user complaints, the abandonment rate as reported by the scorecard has tripled. What could be the cause of this change in the scorecard abandonment rate?

- A. The new tags are interfering with checkout completion.
- B. The end process event has been invalidated by the page image changes.
- C. The new application timeout does not equal the canister session idle timeout.
- D. The CSS file changes are interfering with the processing of the checkout page.

Correct Answer: C

QUESTION 10

An intermittent error has been identified on the site login page. An event has been created based on a hit attribute that identifies the error message text. Management has requested a report showing the number of times the error has occurred each day, so that they can assess the effectiveness of attempts to fix the problem. Which tracking option should the event be configured to use?

- A. Running Total
- B. Last Per Session
- C. First Per Session
- D. Every Occurrence

Correct Answer: D

QUESTION 11

An analyst is validating an existing hit attribute to find the exact promocode text ?2zZz99eE? The business team indicates that the report is not showing the usage of this promocode. They can see from other systems that users are entering the promocode onto the website and completing purchases successfully.

The hit attribute is configured as follows:



Edit Hit Attribute: Promocode_HA_22zZz99eE

Name: Promocode_HA_22zZz99eE

Description: This is a hit attribute to track the usage of 22zZz99eE

Active:

Group: Promo_group

Search in: Request

Use Start Tag/End Tag

Use Text Pattern

Use Stop Pattern

Text Pattern: 22zZz99eE

Case Sensitive:

All Matches:

Encoding: UTF-8

▶ Post-Match Operations

Which setting should be changed?

- A. Active
- B. Encoding
- C. Text Pattern
- D. Case Sensitive


Correct Answer: A

QUESTION 12

The following KPI on a KPI Scorecard contains a group of 4 related events. The configuration for Summary Calculation is set to Average (Excluding 0 Values) and the Base Activity parameter is set to Event.



Total Activity		Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_CF		<u>369</u>	
Indicator	Event Count	% Activity	
1 - Promo Code Issue & Abandon	<u>69</u>		
2 - Payment Issue	<u>57</u>		
3 - Billing Information Issue	<u>48</u>		
4 - Shipping Information Issue	0		



Which formula is used to compute the % activity for 2 - Payment Issue?

- A. % Activity = 57 / 3
- B. % Activity = 57 / 4
- C. % Activity = 57 / 174
- D. % Activity = 57 / 369

Correct Answer: A

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