



P1000-004^{Q&As}

IBM Omni-Channel Commerce Solutions Technical Mastery v1

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**QUESTION 1**

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

QUESTION 2

Which three statements are true for IBM Commerce Software: Starter Stores?

- A. Starter Stores are available for B2C web store implementation only
- B. Starter Stores are available for both B2B and B2C web store implementations
- C. Starter Stores do not offer support for unstructured content such as how-to videos and user manuals
- D. Start Stores include pre-built widgets to help quickly and build store pages
- E. Starter Stores are quick and easy to implement, and eliminate or minimize reliance on IT support

Correct Answer: BDE

QUESTION 3

What is the primary target persona for IBM Commerce Software?

- A. Sales managers for small- to medium-sized businesses, especially when they are lacking in IT tools and support, and are looking for efficient and cost-effective solutions.
- B. LOB leaders of medium-sized businesses to large enterprises, especially from marketing, merchandising, sales and customer service.
- C. LOB leaders of any-sized businesses, especially from marketing, eCommerce, transportation and logistics and IT.
- D. LOB leaders of any-sized businesses, especially when they already use IBM's Watson Supply Chain solutions.

Correct Answer: B

QUESTION 4



Which primary challenge does IBM Configure Price Quote's cross-sell and upsell functionality address for the VP of eCommerce?

- A. The ability to validate all configurations to reduce error rates
- B. The ability to simplify complex configurations and control batch discounts
- C. A guided selling experience for field sellers, with an intuitive user interface
- D. Increase quote lines and revenue

Correct Answer: D

QUESTION 5

Which is a IBM Dynamic Pricing capability?

- A. Adjusts and optimizes instore prices based on competitor's inventory levels
- B. Works with a retailer's business strategy to shape price recommendations and creates those recommendations in minutes
- C. Monitors competitor in-store pricing and promotions via online flyers, and adjusts prices in realtime to stay competitive
- D. Provides an automated online sales process for accurate configuration and pricing of complex products and services

Correct Answer: C

QUESTION 6

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

QUESTION 7

Omni-Channel Commerce solutions is a part of what category/categories?



- A. Watson Commerce only
- B. Watson Marketing and Watson Commerce
- C. Watson Supply Chain only
- D. Watson Marketing only

Correct Answer: A

QUESTION 8

When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to establish our solution as a leader in the pricing space?

- A. Do you have a way to strategically group and price items with low competitive price elasticity?
- B. What is your process for creating a price quote for a complex and configurable product?
- C. What steps are you taking to streamline the channel to improve your brand image?
- D. What are your plans for sales or sku growth over the next three years?

Correct Answer: D

QUESTION 9

What is the key target market for IBM Dynamic Pricing?

- A. Manufacturing companies with many different parts and prices
- B. Brick and mortar retailers
- C. Healthcare and insurance providers
- D. Online retailers

Correct Answer: A

QUESTION 10

What is IBM Commerce Software?

- A. IBM's solution to understanding every customer, by visualizing customer journeys, replaying online sessions and deriving insights that can be applied across channels.
- B. IBM's premier solution geared for both online and omni-channel commerce, and omni-channel order orchestration and fulfillment.
- C. A powerful digital commerce platform for online and omni-channel commerce, built to deliver personalized and consistent experiences across all customer touchpoints.



D. IBM's analytical tool for predicting customer behavior across channels in order to tailor personalized experiences.

Correct Answer: C

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