



Exam : 646-096

Title : CRM Express for Account Managers

Ver : 02.12.07

QUESTION 1:

Select the one key feature of accurate call duration tracking.

- A. provides complete call accounting solution to customer
- B. provides call routing of calls to correct agents
- C. gives user duration of calls in e-mail
- D. provides customers with accurate charge-back billing data

Answer: D

QUESTION 2:

To what type of customers should you present Cisco CRM Communications Connector?
Select two.

- A. large Enterprise customers with hundres of users
- B. small and medium business up to 100 users
- C. small office, home office (SOHO) business with less than 5 users
- D. Enterprise customers with branch locations up to 100

Answer: B, D

QUESTION 3:

Which types of customers are good candidates for Cisco CRM Communications Connector integration? Select two.

- A. customers who use Microsoft CRM
- B. customers who use all Unix Servers
- C. customers with Cisco IP Communications deployed
- D. customers who do not need new telephony solutions

Answer: A, C

QUESTION 4:

Select the ideal type of customers the benefit from use of Cisco CRM Communications Connector solution?

- A. a customer who has Microsoft Exchange or Windows Server already deployed
- B. a customer using IBM Lotus Notes for e-m ail
- C. customer who has invested in a non Microsft CRM Solution
- D. a customer who does not use computers or technology

Answer: A

QUESTION 5:

What function is provided by the feature click to dial?

- A. auto-dials calls using XML feature on Cisco IP phones
- B. listens to e-mail using Microsoft Outlook
- C. can auto-dial a phone call using a mouse from within a contact record
- D. auto-creates new contact records

Answer: C

QUESTION 6:

Select the two key benefits of using a Cisco/Microsoft salutation compared to other solutions. Choose two.

- A. Cisco CRM Communications Connector features are not available with other solutions
- B. CRM Solution improves communications among employees
- C. Cisco provides integration solution at no charge to the reseller
- D. CRM communications Connector is easy to install

Answer: C, D

QUESTION 7:

Select those features best describing a Microsoft CRM solution. Select two.

- A. a Call Center product routing calls to telephone agents/sales people
- B. tool to track sales lease, accounts or orders
- C. a call recording manager application for recording calls
- D. customer service accounts tracking tool

Answer: B, D

QUESTION 8:

Which two key CRM features are used by the sales organization? Select two.

- A. lead management
- B. account and contact management
- C. service requests
- D. searchable knowledge base

Answer: A, B

QUESTION 9:

What type of customer should you pinpoint in your selling efforts? Select three.

- A. the customer with Microsoft CRM deployed looking for a new telephony solution
- B. the large enterprise customers with more than 150 users per location
- C. the customer who just purchase a non-Cisco telephony solution
- D. the customer who does not use PC technology
- E. the customer with Cisco IP Communications Solution looking for a CRM solution
- F. the customer who wants to improve the customer service provided to customers

Answer: A, E, F

QUESTION 10:

Select two key challenges facing small and medium businesses that Microsoft CRM can help to solve. Select two.

- A. too many employees
- B. difficult to cross-sell or up-sell due to lack of customer information to all sales people
- C. customers repeating themselves each time they call
- D. poor employee communications

Answer: B, C

QUESTION 11:

Choose the key benefit of using Cisco/Microsoft solution compared to other solutions.

- A. integrates with any telephony system
- B. provides Unified Messaging features
- C. CRM communications Connector is very easy to install and configure
- D. Cisco charges thousands of dollars for the communications connector

Answer: C

QUESTION 12:

Which three key CRM features are used by the sales organization? Select three.

- A. opportunity management
- B. contract management
- C. quotes and orders

- D. account and contact management
- E. searchable knowledge base
- F. case management

Answer: A, C, D

QUESTION 13:

Select the top three benefits of the Cisco CRM Communications Connector solution. Select three.

- A. integration with Microsoft Outlook for easy use
- B. easily creates new sales literature
- C. determines pricing for new products
- D. flexibility and easy of customization
- E. provides auto-attendant features to callers
- F. identifies key customers on every phone call

Answer: A, C, D

QUESTION 14:

Standard software support with Cisco CRM Communications Connector or Cisco CallManager Express application is provided for _____.

- A. 90 days
- B. one year
- C. two years
- D. three years

Answer: A

QUESTION 15:

What CRM clients can be used with Cisco CRM Communications Connectors? Select two.

- A. Microsoft Outlook Express
- B. Microsoft Outlook
- C. Netscape Browser
- D. Internet Explorer Browser

Answer: B, D

QUESTION 16:

Select two key business needs Microsoft CRM can solve for customers? Select two.

- A. provide technical training for product installation or service
- B. reduce time spent in face-to-face meetings
- C. improve sales forecasting
- D. improve measuring success of marketing campaigns and promotions

Answer: C, D

QUESTION 17:

List the four key components required for Cisco CRM Communications Connector.
Choose four.

- A. Cisco CallManager Express TSP
- B. Microsoft Outlook
- C. Cisco CallManager Express Enables Cisco Router
- D. Microsoft ExchangeServer
- E. CRM Server
- F. Windows PC with CRM client

Answer: A, C, E, F

QUESTION 18:

Select the ideal type of customer to benefit from use of Cisco CRM Communications Connector solution? Select two.

- A. a customer who uses Lotus Notes for e-mail
- B. a customer who already uses personal information managers like Actl, Goldmine, or Outlook for tracking customer information
- C. a customer with no IT department
- D. a customer with unreliable or outdated customer tracking database looking for Windows-based solution

Answer: B, D

QUESTION 19:

Select the feature that best describes a Microsoft CRM solution.

- A. Call Center product routing calls to telephone agents or sales people
- B. field service or customer tracking
- C. telephone systems
- D. automated sales training tool

Answer: B

QUESTION 20:

Select three key challenges facing small and medium business that Microsoft CRM can help to solve. Select three.

- A. inefficient lead routing and follow-up
- B. customers cannot reach customer service reps
- C. customers do not get right product or do not get it quickly enough
- D. finding new customers
- E. sales not meeting targets

Answer: A, C, E

QUESTION 21:

Select the two key benefits of using the Cisco CRM Communications Connector solution. Select two.

- A. provides Call Center functionality
- B. integrates with Microsoft Office including Outlook or web browser
- C. provides Voice features
- D. CRM Communications Connector easy to install and use

Answer: B, D

QUESTION 22:

Select the type of businesses that would be good candidates for the Cisco CRM Communications Connector solution? Select two.

- A. service industry (plumbing, real estate, distribution outfits)
- B. small retail stores
- C. professionals (law firms, accounting firms, medical offices)
- D. Fortune 500 large Enterprise

Answer: A, C

QUESTION 23:

Cisco CallManager Express offers telephony solutions for how many total telephones per site?

- A. 10-25
- B. 10-100
- C. 50-150

D. 75-150

Answer: B

QUESTION 24:

Customers looking for new versions of Cisco CRM Communications Connector application should _____.

- A. contact the Microsoft Certified reseller to access Communications Connector download software page
- B. request software by contacting Cisco TAC
- C. purchase new Cisco CRM Communications Connector application license
- D. contact Cisco reseller to access Communications Connector download software page.

Answer: D

QUESTION 25:

Select two key benefits of Microsoft CRM to the customer service organization. (Choose two.)

- A. tracks new sales
- B. calculated total earnings
- C. measures service performance
- D. identifies common support issues

Answer: C, D

QUESTION 26:

Entitlement for Cisco TAC support with the Cisco CRM Communications Connector application, after the 90-day warranty, requires for the customer to purchase _____.

- A. Cisco Software application support plus upgrades (SAS-U) contract for Cisco CRM Communications Connector application
- B. Cisco Software Application Support plus upgrades (SAS-U) contract for Cisco CallManager express application
- C. Microsoft CRM Support Contract
- D. support is provided at no charge beyond 90 days

Answer: B

QUESTION 27:

Cisco CRM Communications Connector solution is available on which three Cisco IP Communications products? Select three.

- A. Cisco CallManager
- B. PCC/ICM
- C. Personal Assistance
- D. Cisco CallManager Express
- E. Catalyst 6500
- F. Cisco CallManager with IPCC Express

Answer: A, D, F

QUESTION 28:

Select two key benefits of Microsoft CRM. Select two.

- A. answers all calls on first ring
- B. tracks sales success
- C. works with Lotus Notes
- D. ships the correct products to customers when necessary

Answer: B, D

QUESTION 29:

Select the two key benefits of using a Cisco/Microsoft solution compared to other solutions. Select two.

- A. integrated with any e-mail system
- B. CRM Communications Connector is easy to install
- C. solution has been tested and verified by both Cisco and Microsoft
- D. works with Oracle CRM solution

Answer: B, C

QUESTION 30:

When discussing the Cisco CRM Communications Connector solution to a customer, what two keys benefits should you emphasize? Select two.

- A. integration with any IP Phone Solution
- B. integration with Microsoft Outlook or Internet Explorer browser
- C. ease of use
- D. works with Unix Servers

Answer: B, C

QUESTION 31:

Choose two key benefits of working with a Microsoft-certified CRM reseller. Select two.

- A. installation of Communications connector will cost the customer twice as much.
- B. You can co-market to existing CRM customers.
- C. Microsoft CRM reseller will provide you with thousands of leads.
- D. CRM application can be customized for customer use.

Answer: B, D

QUESTION 32:

Select two key benefits of Microsoft CRM. Select two.

- A. can be customized to customer's business quickly.
- B. automatically routes calls over the internet
- C. creates pay roll checks
- D. works within Microsoft Outlook for easy use

Answer: A, D

QUESTION 33:

Select two key benefits to a customer using Microsoft CRM. Select two.

- A. customer information can be exported to Microsoft Excel for custom reports.
- B. sets product pricing
- C. provides voice mail access via Outlook Client
- D. access CRM data online or offline using Microsoft Outlook

Answer: A, D

QUESTION 34:

Select the business need provided by using a CRM solution.

- A. auto-attendant
- B. accounting or billing solution
- C. document publishing
- D. identify callers to sales or customer service agents

Answer: D

QUESTION 35:

Choose the three key features delivered with Cisco CRM Communications Connector.
Select three.

- A. unified messaging
- B. track actual call duration for customer charge back
- C. queue calls when employees are on the phone
- D. music on hold
- E. pop on incoming calls
- F. click to dial

Answer: B, E, F

QUESTION 36:

Select the two key benefits of using the Cisco CRM Communications Connector solution.
Select two.

- A. timely and complete customer information to increase customer service
- B. advanced voice mail features
- C. single view of all customer interactions
- D. Call Center routing

Answer: A, C

QUESTION 37:

What method should you use to find a certified Microsoft CRM Reseller in your area?

- A. look up on google.com
- B. send e-mail to ciscomicrosoftmb@cisco.com
- C. look up on Cisco.com Partner locator
- D. call Microsoft technical support

Answer: B

QUESTION 38:

What telephony feature is used to auto-search CRM records and provides a screen pop with incoming calls?

- A. Calling Name
- B. Company Name
- C. Called Number
- D. Calling Number

Answer: D

QUESTION 39:

Choose the two primary software applications required on each CRM client PC. Select two.

- A. Microsoft Outlook
- B. Cisco CallManager Express TSP
- C. Microsoft Outlook Express
- D. Cisco CRM Communications Connector Client applet

Answer: B, D

QUESTION 40:

Select the customer business needs provided by a Microsoft CRM solution. Select two.

- A. accounting solution
- B. ability to track sales or orders
- C. document publishing
- D. tool for improving customer service

Answer: B, D

QUESTION 41:

Select the two key benefits of the Cisco CRM Communications Connector solution for the technology decision-maker. Select two.

- A. customization required for each install
- B. easy install on both CRM Server and Clients
- C. solution has high costs
- D. no additional hardware required

Answer: B, D

QUESTION 42:

Select two key CRM features use din customer service. Select two.

- A. opportunity management
- B. service requests
- C. competitor tracking
- D. e-mail management

Answer: B, D

QUESTION 43:

Select two key benefits of Microsoft CRM to the customer service department. Select two.

- A. correspondence or mail merge
- B. track sales
- C. allows all service reps to share information
- D. searches knowledge base to provide answers to customers

Answer: C, D

QUESTION 44:

For help installing or configuring the Cisco CRM Communications Connector, you should _____ - Select two.

- A. Microsoft technical support group
- B. check the Communications Connector installation document
- C. contact Cisco TAC
- D. contact any Microsoft CRM certified reseller.

Answer: B, C

QUESTION 45:

Select the solution provided by use of a CRM solution.

- A. voice mail or auto-attendant
- B. computer backup solution
- C. track sales or customer service accounts activity
- D. software application development

Answer: C

QUESTION 46:

Cisco CRM Communications Connector needs to be installed on _____. Select two.

- A. Microsoft CRM Server
- B. Microsoft Exchange Server
- C. Cisco Router
- D. CRM Client PC
- E. Domain Controller

Answer: A, D

QUESTION 47:

Select the primary key benefit for a customer using the Cisco CRM Communications Connector Solution.

- A. allows customer to create better pricing model for products
- B. trains employees on how customer products work
- C. creates VoDs to help sales
- D. allows small or medium business to have large enterprise call center features without expense

Answer: D

QUESTION 48:

Cisco CRM Communications Connector needs to be installed on _____.

- A. single CRM client PCs
- B. each CRM Users client PC
- C. Cisco Routers
- D. Microsoft Exchange Servers

Answer: B

QUESTION 49:

For screen pops on incoming calls, what feature is required from the phone company?

- A. call waiting
- B. digital trunks
- C. calling number (caller ID)
- D. direct inward dial service

Answer: C

QUESTION 50:

Select two key benefits of Microsoft CRM versus other CRM products. Select two.

- A. works with Unix-based clients
- B. fully integrated with Microsoft Office and Outlook
- C. offers a complete Microsoft Back office solution (end-to-end)
- D. works with existing I-Mac clients.

Answer: B, C

QUESTION 51:

Choose two key benefits of working with a Microsoft certified CRM reseller. Select two.

- A. Microsoft reseller can access Cisco CRM Communications Connector software
- B. CRM applications can be customized to meet customer needs
- C. customer will want only CRM Certified technicians installing software on CRM Server
- D. Microsoft reseller can sell Cisco products.

Answer: B, C