



646-096

(CRM Express for Account Managers)

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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 hundreds 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-mail
- C. customer who has invested in a non Microsoft 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

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