

**Exam Code:** 642-091

**Exam Name:** CRM Express Integration

**Vendor:** CISCO

**Version:** DEMO

## **Part: A**

1: Select the answer that best describes the role of Microsoft CRM within the solution.

- A.functions as the call queuing and call routing component to perform screen pops
- B.acts as the interface and data store for the customer records database
- C.performs automatic lookups of the Caller ID information sent directly from the Cisco CallManager Express to the Microsoft CRM server
- D.functions as the TAPI listener to receive new call information from Cisco CallManager Express

**Correct Answers: B**

2: What information needs to be obtained from the Cisco CallManager Express in order to configure the Cisco CRM Communications Connector to function properly? (Choose two.)

- A.version number of the CallManager Express
- B.number of phones registered to the CallManager Express
- C.total number of extensions defined on the CallManager Express
- D.CallManager Express username and password associated with the CRM user's extension
- E.IP address of the CallManager Express

**Correct Answers: D E**

3: Select the two answers that best describe the Screen Pop feature provided by the Cisco CRM Communications Connector. (Choose two.)

- A.supports automatically popping the customer record when a customer call is internally transferred from one CRM user to another
- B.opens customer account record on recipient's PC screen as call arrives
- C.provides a screen pop of the customer's previous purchase history with the company for the agent to view
- D.supports manual association of calls with new or existing account records

**Correct Answers: B D**

4: Select the answer that best describes how the Cisco CRM Communications Connector handles Click to Dial outbound calls if there is more than one phone number listed for the Microsoft CRM customer contact?

- A.You cannot Click to Dial if there is more than one phone number listed for the Microsoft CRM customer contact record.
- B.The Cisco CRM Communications Connector pops a small GUI which asks you to choose which phone number you wish to call.
- C.You select which phone number is the primary phone number for the contact; that number is the one that is called.
- D.The Cisco CRM Communications Connector Click to Dial feature works only with the listed business phone number field.

**Correct Answers: B**

5: What type of application programming interface (API) does the Cisco CallManager Express use to relay caller ID and call state information to the Cisco CRM Communications Connector?

- A.Transaction Tracking Response API (TTR)
- B.Java Telephony Programming Interface (JTAPI)
- C.Cisco CallManager Express uses TAPI Lite, leveraging the TAPI service provider integrated into Cisco IOS
- D.Cisco CallManager Express uses Extended Markup Telephony Integration (EMTI)

**Correct Answers: C**

6: Select the answer that best describes the business benefits provided by the Screen Pop feature.

- A.saves the user time when an inbound or outbound call is placed or received by automatically popping the customer service record of the employee who owns the customer case
- B.automatically pops configured telemarketing scripts which allows the employee to up-sell the customer on the latest products
- C.saves the user time when an inbound or outbound call is placed or received, by automatically popping the customer record and phone call record on the user's screen
- D.improves customer service by automatically popping the customers last e-mail to the Microsoft CRM user

**Correct Answers: C**

7: Drag Drop question

Arrange the sequence of events involved in the call terminated message flow. Click the event on the left and drag it to the correct step on the right.

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #d9ead3;">Cisco CCC calls the appropriate server component with the call ID and requests that the call be closed.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #d9ead3;">A TAPI message is received by Cisco CCC, which indicates that a call has been terminated.</div> <div style="border: 1px solid black; padding: 5px; background-color: #d9ead3;">The server component records the call duration in the notes field of the phone call activity.</div>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #fff2cc;">step 1</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #fff2cc;">step 2</div> <div style="border: 1px solid black; padding: 5px; background-color: #fff2cc;">step 3</div>
--	---

**Correct Answers:**

Arrange the sequence of events involved in the call terminated message flow. Click the event on the left and drag it to the correct step on the right.

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #d9ead3;">Cisco CCC calls the appropriate server component with the call ID and requests that the call be closed.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #d9ead3;">A TAPI message is received by Cisco CCC, which indicates that a call has been terminated.</div> <div style="border: 1px solid black; padding: 5px; background-color: #d9ead3;">The server component records the call duration in the notes field of the phone call activity.</div>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #f4cccc;">A TAPI message is received by Cisco CCC, which indicates that a call has been terminated.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #f4cccc;">Cisco CCC calls the appropriate server component with the call ID and requests that the call be closed.</div> <div style="border: 1px solid black; padding: 5px; background-color: #f4cccc;">The server component records the call duration in the notes field of the phone call activity.</div>
--	--

8: Select the answer that best describes the business benefits provided by the Call Information Capture feature.

- A.captures the name of the customer from the caller ID information sent from the phone company and records it into the phone call activity record, saving the user time and eliminating incorrect entry of call information

- B. accurately records call information into a phone call activity record, saving the user time and eliminating incorrect entry of call information
- C. reduces the cost of the solution to the business by automatically capturing call information and alerting the business owner when employees abuse the phone system
- D. increases revenue to the business by allowing the customer account record to be popped on the IP phone display

**Correct Answers: B**

9: What is stored in the CRM Services Relative URL directory?

- A. Microsoft CRM customer records
- B. call detail records used for tracking the duration of calls
- C. files associated with the Cisco CRM Communications Connector client GUI
- D. extended services configuration files

**Correct Answers: C**

10: Refer to the exhibit. You are troubleshooting the Cisco CRM Communications Connector application on a client PC and you notice that the call duration is not saved as a note in the phone activity record. Select the answer that best identifies why this feature is not working.

```
LINE_APPNEWCALL  
callID=65655  
LINE_CALLSTATE  
LINECALLSTATE_UNKNOWN  
LINE_CALLSTATE  
LINECALLSTATE_RINGBACK  
LINE_CALLINFO  
CallerID='1000'  
LINECALLSTATE_CONNECTED  
LINE_CALLSTATE  
LINE_CALLSTATE  
LINECALLSTATE_IDLE  
LINE_CALLSTATE  
LINECALLSTATE_IDLE  
LINE_CALLINFO
```

- A. LINECALLINFO\_CLOSED message is missing
- B. LINE\_CALLSTATE\_UNKNOWN shows that the state of the call is unknown therefore the call duration cannot be tracked
- C. LINECALLSTATE\_DISCONNECTED message is missing
- D. LINE\_TERMINATED message is missing

**Correct Answers: C**

11: How do you configure the Cisco CRM Communications Connector to recognize internal extensions?

- A. Do nothing; it recognizes internal extensions automatically.
- B. Use the extension configuration wizard.
- C. Use the Administration Configuration utility on the server to select enable extension processing

and enter the number of digits for internal extensions.

D. Use the Administration Configuration utility on the client to select enable extension processing and enter the number of digits for internal extensions.

**Correct Answers: C**

12: Select the answer that correctly describes how a user associates an incoming call with an existing customer record if the caller's phone number is not associated with the Microsoft CRM customer contact record.

A. The Cisco CRM Communications Connector software cannot associate an incoming call with an existing customer record if the caller's phone number is not associated with a Microsoft CRM customer contact record.

B. Enter the name of the customer in the Find Customer field of the Cisco CRM Communications Connector GUI and click Find. Then click on the customer name to associate the caller with an existing customer record.

C. Enter the name of the customer in the search field of the Cisco CRM Communications Connector client GUI and click the Search button. Then click the Create New Phone Call Record icon.

D. The Cisco CRM Communications Connector software uses an interactive voice response solution to associate an incoming call with an existing customer record.

**Correct Answers: C**

13: Select the answer that best describes where you would configure the IP address of the CRM server within the Cisco CRM Communications Connector software.

A. on the CRM tab within the Cisco CRM Communications Connector software

B. in the system.config file contained in the Connector directory

C. in the IP address field on the TAPI tab

D. in the System Configuration tab

**Correct Answers: A**

14: Where do you configure the user preference Automatically Pop Customer Record and New Activity Record on Unique Match?

A. in the globalconfig.xml file by setting the Auto-Pop setting to True

B. in the clientconfig.cfg file

C. in the isv.config file

D. on the Other tab within the Cisco CRM Communications Connector client software

**Correct Answers: D**

15: Select the answer that best describes the Call Information Capture feature provided by the Cisco CRM Communications Connector.

A. captures incoming and outgoing call information including calling number, called number, and call start and end times.

B. captures the customer name from the caller ID information sent with incoming call from the telephone company

C. captures the incoming and outgoing call information, and customer name from the caller ID

information sent with the incoming call from the telephone company

D.none of the above; you have to manually input call information into the phone activity record

**Correct Answers: A**