

Exam Code: 646-096

Exam Name: CRM Express for Account Managers

Vendor: CISCO

Version: DEMO

Part: A

1: Select two key benefits of Microsoft CRM versus other CRM products. (Choose 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

Correct Answers: B C

2: Select two key benefits of Microsoft CRM. (Choose two.)

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

Correct Answers: A D

3: What type of customer should you pinpoint in your selling efforts? (Choose three.)

- A.the customer with Microsoft CRM deployed looking for a new telephony solution
- B.the large enterprise customers with more then 150 users per location
- C.the customer who just purchased 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

Correct Answers: A E F

4: Which three key CRM features are used by the sales organization? (Choose three.)

- A.opportunity management
- B.contract management
- C.quotes and orders
- D.account and contact management
- E.searchable knowledge base
- F.case management

Correct Answers: A C D

5: Select two key CRM features used in customer service. (Choose two.)

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

Correct Answers: B D

6: 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

Correct Answers: D

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

A.tracks new sales

B.calculates total earnings

C.measures service performance

D.identifies common support issues

Correct Answers: C D

8: Which two key CRM features are used by the sales organization? (Choose two.)

A.lead management

B.account and contact management

C.service requests

D.searchable knowledge-base

Correct Answers: A B

9: Select the two key benefits of using the Cisco CRM Communications Connector solution.
(Choose 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

Correct Answers: B D

10: 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

Correct Answers: D