



# C2080-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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### QUESTION 1

In Report Builder, which format options are available when using the Export Report function?

- A. HTML and XML
- B. Word and PowerPoint
- C. Excel, PDF, and Email
- D. SharePoint, Facebook, and Twitter

Correct Answer: C

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### QUESTION 2

A bank wants to learn more about potential customers applying for a mortgage online. In particular, they want to understand regional success rates on mortgage applications.

They have created events to capture the following information from the application process:

- Applicant postal code
- Applicant IP address
- Loan amount
- Loan type
- Application abandoned

Which event configurations would create a report to help them understand mortgage applicants from different regions?

- A.  
IP address event with dimensions on postal code, loan type, loan amount
- B.  
Postal code event with dimensions on IP address, loan type, loan amount
- C.



Application abandoned event with dimensions on postal code, loan amount

D.

Loan amount event with dimensions on postal code, application abandoned

Correct Answer: D

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### QUESTION 3

A developer has a business process that has been defined in a scorecard. The scorecard functions as expected and shows grades for each subsequent step as well as the overall completion of the process, abandonment and failure of key

steps. During the weekend the e-commerce team has applied a release that made a few modifications to the checkout process.

The changes included:

-New Tags for the Tag management system.

-

A new set of images for the site.

-

A change in the CSS file that controls the formatting of the checkout form.

-

A change in the cart checkout function timeout.

Although other site functionalities have not changed, and there have been no increases in user complaints, the abandonment rate as reported by the scorecard has tripled. What could be the cause of this change in the scorecard abandonment rate?

A. The new tags are interfering with checkout completion.

B. The end process event has been invalidated by the page image changes.

C. The new application timeout does not equal the canister session idle timeout.

D. The CSS file changes are interfering with the processing of the checkout page.

Correct Answer: C

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### QUESTION 4

An event modeler has created a new event that fires at the end of a session. Which would NOT receive a value?

A. A hit attribute



- B. A session attribute
- C. A distance event
- D. A sequence event

Correct Answer: A

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#### QUESTION 5

When creating events, where may dimensions be specified?

- A. Event Values
- B. Event Conditions
- C. Event More Options
- D. Event Session Attributes

Correct Answer: B

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