



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

An analyst for an insurance company wants to monitor usability KPIs for new customers. Which configuration on the KPI scorecard limits KPI results to new customers?

- A. Select the dimension on the KPIs tab of the KPI Scorecard.
- B. Select the dimension on the General tab of the KPI Scorecard configuration.
- C. Select the report group and dimension on the KPIs tab of the KPI Scorecard configuration.
- D. Select the report group and dimension on the General tab of the KPI Scorecard configuration.

Correct Answer: D

QUESTION 2

When configuring a Top Mover alert, what does the numeric value in the "Threshold" field represent?

- A. The percentage by which the event count must diverge from the mean in order for the alert to fire
- B. The raw count by which the event count must diverge from the historical average in order for the alert to fire
- C. The number of standard deviations by which the event count must diverge from the mean in order for the alert to fire
- D. The number of times the event count is allowed to exceed the average within the time interval defined for that Top Mover

Correct Answer: C

QUESTION 3

An analyst for a credit card company has created a business process scorecard for their card application. After allowing the scorecard to collect information, the results are as follows:

Process Step	Event Count	Conv.
1 Enter Information	4,648	
2 Verify Information	5,118	117.21%
3 Approval Status	2,968	54.47%
4 Add Card Options	1,183	39.36%
5 Final Summary	484	40.91%
6 Confirmation	359	74.17%

How should the analyst modify the scorecard?



- A. Change step 2 to include step 1 as a value
- B. Change step 6 to include step 5 as a value
- C. Change step 6 to include step 5 as a condition
- D. Change step 2 to include step 1 as a condition

Correct Answer: D

QUESTION 4

Which type of chart available in the Report Builder is NOT appropriate for displaying a ratio report?

- A. Pie
- B. Line
- C. Area
- D. Vertical Bar

Correct Answer: A

QUESTION 5

An analyst is validating an existing hit attribute to find the exact promocode text ?2zZz99eE? The business team indicates that the report is not showing the usage of this promocode. They can see from other systems that users are entering the promocode onto the website and completing purchases successfully.

The hit attribute is configured as follows:



Edit Hit Attribute: Promocode_HA_22zZz99eE

Name: Promocode_HA_22zZz99eE

Description: This is a hit attribute to track the usage of 22zZz99eE

Active:

Group: Promo_group

Search in: Request

Use Start Tag/End Tag

Use Text Pattern

Use Stop Pattern

Text Pattern: 22zZz99eE

Case Sensitive:

All Matches:

Encoding: UTF-8

▶ Post-Match Operations

Which setting should be changed?

- A. Active
- B. Encoding
- C. Text Pattern
- D. Case Sensitive

Correct Answer: A

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