



# 000-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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### QUESTION 1

Which option is available in IBM Tealeaf Report Builder?

- A. Submit for Analysis
- B. Add Report to Scorecard
- C. Add Report to Dashboard
- D. Save Report as Template

Correct Answer: C

### QUESTION 2

Which two report components are part of the Technical Site Metrics dashboard?

- A. Session Count
- B. Conversion Rate
- C. Page Generation
- D. Customer Experience KPI
- E. Checkout Process Scorecard

Correct Answer: AC

### 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

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#### QUESTION 4

The marketing department asks the business analyst to track the number of customers who continue through the checkout flow three pages sequentially. The analyst already has an event configured to fire for each of three respective pages. Which of the following would the analyst use?

- A. A sequence event with the condition set as events A and C firing in order.
- B. A sequence event with the condition set as events A, B and C firing in order.
- C. A distance event with evaluator set as "Distance between events is between the following number of seconds".
- D. A sequence event with the evaluator set as "Distance between events is between the following number of seconds".

Correct Answer: B

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#### QUESTION 5

Which is an IBM Tealeaf session file format?

- A. .tlf
- B. .tlp
- C. .tlr
- D. .tla

Correct Answer: D

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