



## [Cisco 646-096](#)

**Exam Name:** CRM Express for Account Managers

**Q & A :** 51 Q&As

***Pdf Demo***

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Exam : Cisco 646-096

Title : CRM Express for Account Managers

1. 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

Answer: D

2. 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 than 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

Answer: AEF

3. 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

Answer: CD

4. 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

Answer: D

5. 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

Answer: AB

6. 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
- C. creates pay roll checks
- D. works within Microsoft Outlook for easy use

Answer: AD

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

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

Answer: BD

8. 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

Answer: ACD

9. 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

Answer: BC

10. 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

Answer: BD

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