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Q&A

Exam : **646-096**

Title : CRM Express for Account Managers

Version : DEMO

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: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

C.creates pay roll checks

D.works within Microsoft Outlook for easy use

Correct: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: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: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:B D