

**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 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

**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**

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