



Exam : 642-091

Title : CRM Express Integration

Ver : 10-24-07

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**QUESTION 1:**

Select the answer that best describes the role of Microsoft CRM within the solution.

- A. functions as the call queuing and call routing component to perform screen pops
- B. acts as the interface and data store for the customer records database
- C. performs automatic lookups of the Caller ID information sent directly from the Cisco CallManager Express to the Microsoft CRM server
- D. functions as the TAPI listener to receive new call information from Cisco CallManager Express

Answer: B

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**QUESTION 2:**

What information needs to be obtained from the Cisco CallManager Express in order to configure the Cisco CRM Communications Connector to function properly? (Choose two.)

- A. version number of the CallManager Express
- B. number of phones registered to the CallManager Express
- C. total number of extensions defined on the CallManager Express
- D. CallManager Express username and password associated with the CRM user's extension
- E. IP address of the CallManager Express

Answer: D,E

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**QUESTION 3:**

Select the two answers that best describe the Screen Pop feature provided by the Cisco CRM Communications Connector. (Choose two.)

- A. supports automatically popping the customer record when a customer call is internally transferred from one CRM user to another
- B. opens customer account record on recipient's PC screen as call arrives
- C. provides a screen pop of the customer's previous purchase history with the company for the agent to view
- D. supports manual association of calls with new or existing account records

Answer: B,D

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**QUESTION 4:**

Select the answer that best describes how the Cisco CRM Communications Connector handles Click to Dial outbound calls if there is more than one phone number listed for the Microsoft CRM customer contact?

- A. You cannot Click to Dial if there is more than one phone number listed for the Microsoft CRM customer contact record.
- B. The Cisco CRM Communications Connector pops a small GUI which asks you to choose which phone number you wish to call.
- C. You select which phone number is the primary phone number for the contact; that number is the one that is called.
- D. The Cisco CRM Communications Connector Click to Dial feature works only with the listed business phone number field.

Answer: B

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#### **QUESTION 5:**

What type of application programming interface (API) does the Cisco CallManager Express use to relay caller ID and call state information to the Cisco CRM Communications Connector?

- A. Transaction Tracking Response API (TTR)
- B. Java Telephony Programming Interface (JTAPI)
- C. Cisco CallManager Express uses TAPI Lite, leveraging the TAPI service provider integrated into Cisco IOS
- D. Cisco CallManager Express uses Extended Markup Telephony Integration (EMTI)

Answer: C

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#### **QUESTION 6:**

Select the answer that best describes the business benefits provided by the Screen Pop feature.

- A. saves the user time when an inbound or outbound call is placed or received by automatically popping the customer service record of the employee who owns the customer case
- B. automatically pops configured telemarketing scripts which allows the employee to up-sell the customer on the latest products
- C. saves the user time when an inbound or outbound call is placed or received, by automatically popping the customer record and phone call record on the user's screen
- D. improves customer service by automatically popping the customers last e-mail to the Microsoft CRM user

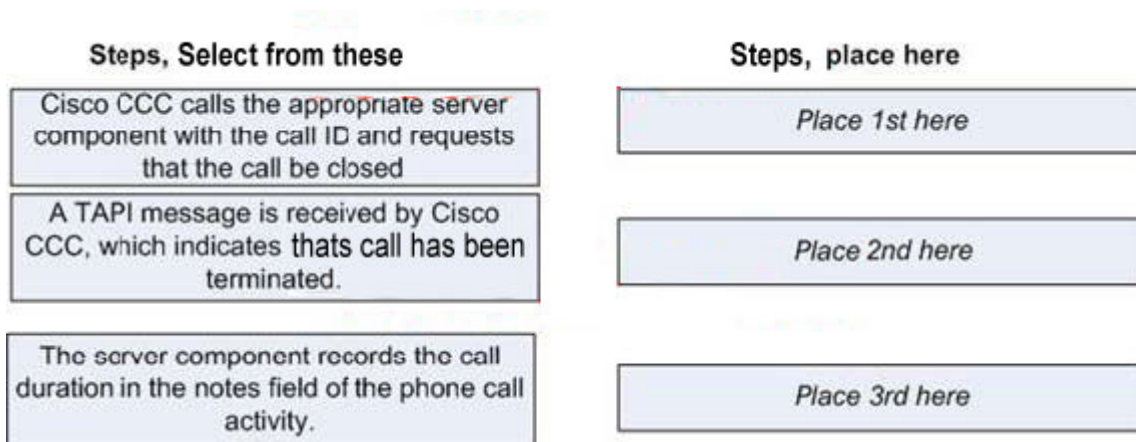
Answer: C

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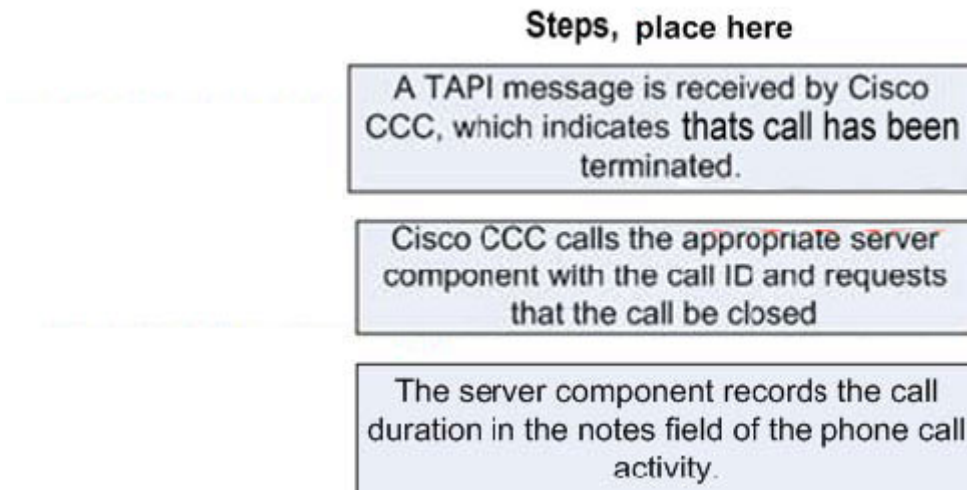
#### **QUESTION 7:**

DRAG DROP

You work as a network technician at Certkiller .com. Your boss Certkiller asks you to arrange the sequence of events involved in the call terminated message flow. Match the event with the appropriate step.



Answer:



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### QUESTION 8:

Select the answer that best describes the business benefits provided by the Call Information Capture feature.

- A. captures the name of the customer from the caller ID information sent from the phone company and records it into the phone call activity record, saving the user time and eliminating incorrect entry of call information
- B. accurately records call information into a phone call activity record, saving the user time and eliminating incorrect entry of call information
- C. reduces the cost of the solution to the business by automatically capturing call information and alerting the business owner when employees abuse the phone system
- D. increases revenue to the business by allowing the customer account record to be popped on the IP phone display

Answer: B

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**QUESTION 9:**

What is stored in the CRM Services Relative URL directory?

- A. Microsoft CRM customer records
- B. call detail records used for tracking the duration of calls
- C. files associated with the Cisco CRM Communications Connector client GUI
- D. extended services configuration files

Answer: C

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**QUESTION 10:**

Exhibit:

```
LINE_APPNEWCALL  
callID=65655  
LINE_CALLSTATE  
LINECALLSTATE_UNKNOWN  
LINE_CALLSTATE  
LINECALLSTATE_RINGBACK  
LINE_CALLINFO  
CallerID='1000'  
LINECALLSTATE_CONNECTED  
LINE_CALLSTATE  
LINE_CALLSTATE  
LINECALLSTATE_IDLE  
LINE_CALLSTATE  
LINECALLSTATE_IDLE  
LINE_CALLINFO
```

You are troubleshooting the Cisco CRM Communications Connector application on a client PC and you notice that the call duration is not saved as a note in the phone activity record. Select the answer that best identifies why this feature is not working.

- A. LINECALLINFO\_CLOSED message is missing
- B. LINE\_CALLSTATE\_UNKNOWN shows that the state of the call is unknown therefore the call duration cannot be tracked
- C. LINECALLSTATE\_DISCONNECTED message is missing
- D. LINE\_TERMINATED message is missing

Answer: C

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**QUESTION 11:**

How do you configure the Cisco CRM Communications Connector to recognize internal extensions?

- A. Do nothing; it recognizes internal extensions automatically.
- B. Use the extension configuration wizard.

- C. Use the Administration Configuration utility on the server to select enable extension processing and enter the number of digits for internal extensions.
- D. Use the Administration Configuration utility on the client to select enable extension processing and enter the number of digits for internal extensions.

Answer: C

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**QUESTION 12:**

Select the answer that correctly describes how a user associates an incoming call with an existing customer record if the caller's phone number is not associated with the Microsoft CRM customer contact record.

- A. The Cisco CRM Communications Connector software cannot associate an incoming call with an existing customer record if the caller's phone number is not associated with a Microsoft CRM customer contact record.
- B. Enter the name of the customer in the Find Customer field of the Cisco CRM Communications Connector GUI and click Find. Then click on the customer name to associate the caller with an existing customer record.
- C. Enter the name of the customer in the search field of the Cisco CRM Communications Connector client GUI and click the Search button. Then click the Create New Phone Call Record icon.
- D. The Cisco CRM Communications Connector software uses an interactive voice response solution to associate an incoming call with an existing customer record.

Answer: C

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**QUESTION 13:**

Select the answer that best describes where you would configure the IP address of the CRM server within the Cisco CRM Communications Connector software.

- A. on the CRM tab within the Cisco CRM Communications Connector software
- B. in the system.config file contained in the Connector directory
- C. in the IP address field on the TAPI tab
- D. in the System Configuration tab

Answer: A

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**QUESTION 14:**

Where do you configure the user preference Automatically Pop Customer Record and New Activity Record on Unique Match?

- A. in the globalconfig.xml file by setting the Auto-Pop setting to True
- B. in the clientconfig.cfg file
- C. in the isv.config file
- D. on the Other tab within the Cisco CRM Communications Connector client software

Answer: D

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**QUESTION 15:**

Select the answer that best describes the Call Information Capture feature provided by the Cisco CRM Communications Connector.

- A. captures incoming and outgoing call information including calling number, called number, and call start and end times.
- B. captures the customer name from the caller ID information sent with incoming call from the telephone company
- C. captures the incoming and outgoing call information, and customer name from the caller ID information sent with the incoming call from the telephone company
- D. none of the above; you have to manually input call information into the phone activity record

Answer: A

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**QUESTION 16:**

Select the two answers that correctly describe the functionality provided by the Call Association feature. (Choose two.)

- A. associates a phone call record with a customer record, eliminating the need for the user to browse for the correct customer record for each phone call
- B. automatically associates incoming calls to the employee who owns the customer record
- C. allows the Microsoft CRM user to manually associate a new incoming phone call to an existing customer record
- D. associates a phone call record with the last agent who spoke with the customer

Answer: A,C

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**QUESTION 17:**

Select the answer that best describes the Click to Dial feature provided by the Cisco CRM Communications Connector.

- A. You can click the Auto Call button from within a CRM record to cause your IP phone to dial the destination phone number.
- B. You can click the Dial Customer button from within a CRM record to cause your IP phone to dial the destination phone number.
- C. You can click the Call This Person button from within a CRM record to cause your IP phone to dial the destination phone number.
- D. Clicking Call This Person from within a CRM record launches Microsoft Net Meeting and calls the destination phone number over the internet.



Answer: C

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**QUESTION 18:**

Choose the application that allows you to test functionality of the IP phone that the CallManager Express associates to the Microsoft CRM user.

- A. Microsoft Phone Dialer
- B. Cisco Phone Dialer
- C. Hyperterminal
- D. Telnet

Answer: A

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**QUESTION 19:**

What type of TAPI implementation is used on CallManager Express 3.1?

- A. JTAPI Lite
- B. TAPI
- C. JTAPI
- D. TAPI Lite

Answer: D

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**QUESTION 20:**

Select the three statements that correctly describe the Call Association feature provided by the Cisco CRM Communications Connector? (Choose three.)

- A. intelligently matches incoming calls from large corporations or other customers, using a calling number mask
- B. automatically associates the incoming call to the assigned Microsoft CRM user
- C. automatically associates an incoming call to an open sales order record
- D. supports associating the incoming call to the proper Customer Service representative automatically
- E. allows organizations to associate incoming or outgoing calls with a customer record, manually or automatically
- F. supports multiple matched numbers for a customer record

Answer: A,E,F

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**QUESTION 21:**

Select the answer that best describes how the Automatically Pop Customer Record and New Phone Activity Record on Unique Match works.



- A. When an incoming call uniquely matches an existing customer record, the phone call record and customer record are popped onto the screen without user intervention.
- B. When an incoming call matches several customer records, all customer records that match are automatically popped onto the user's screen.
- C. Incoming calls from unknown callers automatically pop a blank customer record because there was no match to an existing customer record.
- D. You cannot automatically pop the customer record and new phone activity record; it is done manually.

Answer: A

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**QUESTION 22:**

Select the answer that best describes the role of the Cisco CRM Communications Connector within the solution.

- A. middleware application that provides productivity enhancement features by integrating Cisco CallManager Express and Microsoft CRM
- B. acts as the interface and data store for the customer records database
- C. stores customer records and causes the Microsoft CRM users PC to pop the associated customer record
- D. performs incoming call queuing and call routing component to perform screen pops

Answer: A

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**QUESTION 23:**

Identify three types of data collected from the Telephony Applications Programming Interface Provider (TAPI) when the Cisco CRM Communications Connector application is enabled and running. (Choose three.)

- A. caller ID
- B. geographical location of the customer
- C. customer name
- D. call start message
- E. call end message
- F. customer account number

Answer: A,D,E

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**QUESTION 24:**

How do you set the server to debug events associated to the Cisco CRM Communications Connector server software?

- A. Open the web.config file on the Microsoft CRM server and set debugging= parameter to a specific debug level.

- B. Open the global.config file on the Microsoft CRM server and set the debugging= parameter to a specific debug level.
- C. Using the administration configuration utility on the server, check the debugging box and select the level of debugging that you desire.
- D. Turn on the Cisco CRM Communications Connector debugging service on the Microsoft CRM server.

Answer: A

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**QUESTION 25:**

Select the answer that best describes the purpose of the isv.config file on the Microsoft CRM server.

- A. configures the dial strings and dial patterns
- B. logs warning messages sent from the Microsoft CRM Security Service
- C. allows customization of Microsoft CRM forms
- D. stores the contact record database configuration on the CRM server

Answer: C

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**QUESTION 26:**

The Cisco CRM Communications Connector is compatible with which version of CallManager Express?

- A. CallManager Express version 2.5 +
- B. CallManager Express version 2.1 +
- C. CallManager Express version 3.1 +
- D. CallManager Express version 1.5 +

Answer: C

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**QUESTION 27:**

DRAG DROP

As a employee at Certkiller .com you are required to arrange the sequence of events describing the incoming or outgoing call message flow. Put the events in proper order.

**Steps, Select from these**

Server component creates phone call activity record and returns web page to automatically open record.

User clicks on Accept or Create Call, which connects to the appropriate server component.

Appropriate TAPI messages are received by Cisco CCC, indicating that a new call is in progress.

Server component performs a lookup and returns HTML to the client for display

Caller ID or Called ID lookup occurs and the number is passed to the appropriate server component.

**Steps, place here**

*Place 1st here*

*Place 2nd here*

*Place 3rd here*

*Place 4th here*

*Place 5th here*

Answer:

**Steps, place here**

Appropriate TAPI messages are received by Cisco CCC, indicating that a new call is in progress.

Caller ID or Called ID lookup occurs and the number is passed to the appropriate server component.

Server component performs a lookup and returns HTML to the client for display.

User clicks on Accept or Create Call, which connects to the appropriate server component.

Server component creates phone call activity record and returns web page to automatically open record.

**QUESTION 28:**

How do you debug events associated to the Cisco CRM Communications Connector client software?

- A. Open the global.config file on the client PC in the \clientconfig folder and set the "debugging=" parameter to a specific debug level.
- B. Using the administration configuration utility on the server, check the debugging box and select the level of debugging you want.
- C. Using the debugging tab in the client configuration menu, select enable logging and set the level of logging desired.
- D. There is no debugging on the client PC; it all takes place on the Cisco CRM Communication Connector server software.

Answer: C

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**QUESTION 29:**

Select the two monitored TAPI messages that allow the Cisco CRM Communications Connector software to track the duration of the call. (Choose two.)

- A. NEW\_CALLDISCONNECTED
- B. NEW\_CALLCONNECTED
- C. LINE\_CALLSTATECONNECTED
- D. LINE\_NEWCALLCONNECTED
- E. LINE\_NEW CALLDISCONNECTED
- F. LINE\_CALLSTATEDISCONNECTED

Answer: C,F

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**QUESTION 30:**

DRAG DROP

You are giving a lecture for the new Certkiller .com trainees. You are explaining how the Click to Dial feature works. You must arrange the sequence of events that occurs in the appropriate order.

**Steps, Select from these**

The resulting phone number is passed to TAPI, which instructs the phone to dial

The server component identifies the telephone numbers associated with the object

The phone number is processed according to Dial String and Dial Prefix rules.

User clicks the Call This Person button to link to a server component.

When the outgoing call is detected by TAPI, the phone call activity record is created without user intervention.

The Cisco CCC client receives a request to dial the phone via HTTP on port 49499.

**Steps, place here**

*Place 1st here*

*Place 2nd here*

*Place 3rd here*

*Place 4th here*

*Place 5th here*

*Place 6th here*

Answer:

Steps, Select from these

Steps, place here

Users clicks the Call This Person button to link to a server component.

The server component identifies the telephones numbers associated with the object

The Cisco CCC client receives a request to dial the phone via HTTP on port 49499.

The phone nubmer is processed according to Dial String and Dial Prefix rules.

The resulting phone number is passed to TAPI, which instructts the phone to dial

When the outgoing call is detected by TAPI, the phone call activity record is created without user intervention.

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### QUESTION 31:

What are three core productivity features enabled by the Cisco CRM Communications Connector software? (Choose three.)

- A. incoming call routing
- B. Click to Dial outbound calling
- C. Call Queuing
- D. Call Information Capture
- E. Call Association
- F. automatically creates a new customer record based on incoming call information

Answer: B,D,E

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### QUESTION 32:

What is the role of the Cisco TSP software installed on the client PC?

- A. send TAPI messages to the Cisco CallManager Express when a call is placed or received
- B. provide call control messages to the Cisco CallManager
- C. monitor TAPI messages sent from the Cisco CallManager Express TSP and send them to the Cisco

CRM Communications Connector software

D. monitors http requests sent from the Microsoft CRM Server

Answer: C

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**QUESTION 33:**

What information configures TAPI on the CRM client PC? (Choose two.)

A. type 7960

B. Stevens

C. Alpha1

D. mac-address 000D.288E.414E

Answer: B,C

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**QUESTION 34:**

Select the answer that best describes how you can enable the Cisco CRM Communications Connector application response and performance testing feature.

A. Edit the System.config file on the client PC and set the Log.Level.PerformanceTesting value=On.

B. Edit the Web.config file on the Microsoft CRM server and set the Log.Level.PerformanceTesting value=Debug.

C. Edit the System.config file on the Microsoft CRM server and set the Log.Level.PerformanceTesting value=On.

D. Edit the performance.log file on the client PC and set the Performance.Test value=True.

Answer: B

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**QUESTION 35:**

Which three components belong to the Cisco CallManager Express CRM solution? (Choose three.)

A. Cisco JTAPI host software

B. Cisco CallManager Express

C. Microsoft Remote Screen Pop Services (RSPS)

D. Cisco Security Device Manager

E. Microsoft CRM

F. Cisco CRM Communications Connector

Answer: B,E,F

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**QUESTION 36:**

DRAG DROP



You are giving a lecture for the new Certkiller .com trainees. You are explaining how the Screen Pop feature works. You must arrange the sequence of events that occurs in the appropriate order.

**Steps, Select from these**

The resulting phone number is passed to TAPI, which instructs the phone to dial

The server component identifies the telephones numbers associated with the object

The phone nubmer is processed according to Dial String and Dial Prefix rules.

Users clicks the Call This Person button to link to a server component.

When the outgoing call is detected by TAPI, the phone call activity record is created without user intervention.

The Cisco CCC client recelves a request to dial the phone via HTTP on port 49499.

**Steps, place here**

*Place 1st here*

*Place 2nd, if any, here*

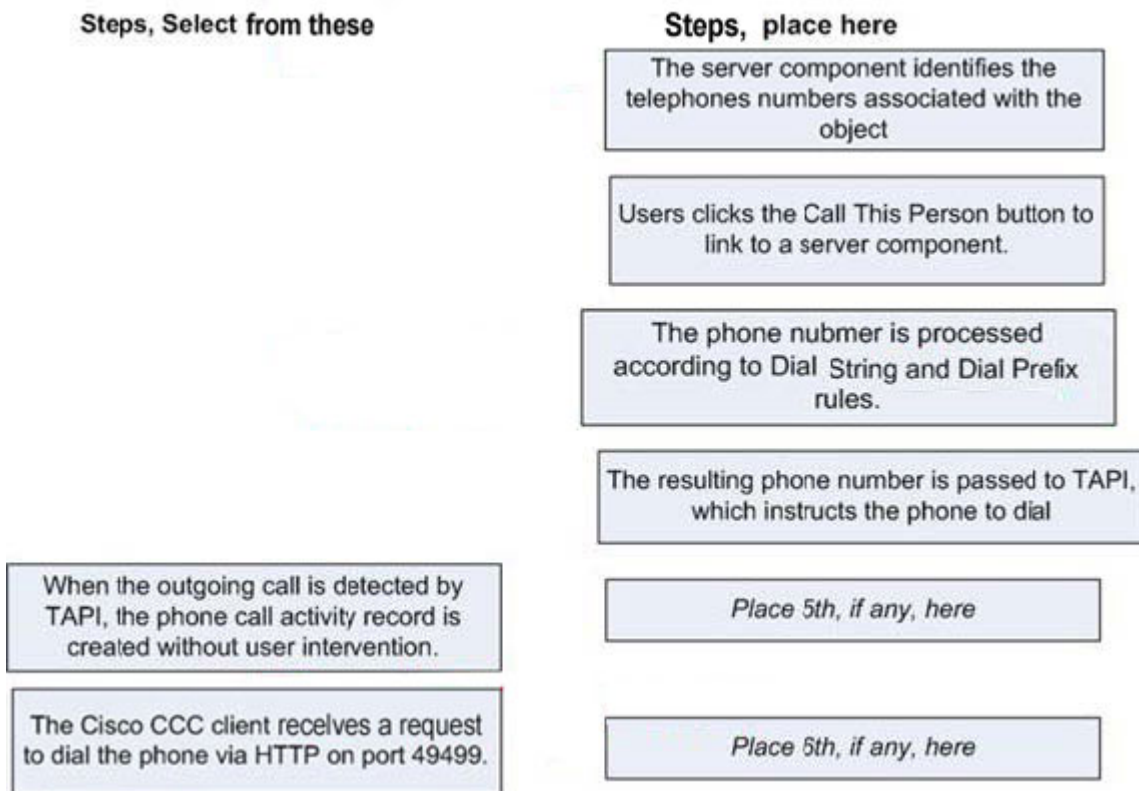
*Place 3rd, if any, here*

*Place 4th, if any, here*

*Place 5th, if any, here*

*Place 6th, if any, here*

Answer:



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**QUESTION 37:**

Select the answer that best describes the business benefits provided by the Click to Dial feature.

- A. increases productivity by calling your cellular phone or pager to alert you of a new incoming call from a customer contact
- B. saves phone charges
- C. saves the user time when an outbound call is placed, by automatically dialing the customer phone number
- D. reduces the number of phone calls the agent has to make which makes happier employees

Answer: C

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**QUESTION 38:**

How can you monitor the Telephony Applications Programming Interface (TAPI) messages being sent from the CallManager Express TAPI service provider (TSP) to the Cisco TSP client software on the Microsoft CRM client PC?

- A. windows debugging service
- B. web browser
- C. Cisco CRM Communications Connector Troubleshooting Utility Windows debugging

D. Cisco Systems Telephony Call Trace Utility

Answer: C

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**QUESTION 39:**

Identify the four types of information stored within the phone call record when the Cisco CRM Communications Connector is enabled. (Choose four.)

- A. call initiator
- B. incoming caller's credit line
- C. phone call duration
- D. direction of call
- E. duration of the phone call
- F. tracks the cost of the call to the customer

Answer: A,C,D,E

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**QUESTION 40:**

What protocol is used to send messages between the Cisco CRM Communications Connector client and server software?

- A. NetBEUI
- B. File Transfer Protocol (FTP)
- C. RTP (Real-Time Transport Protocol)
- D. HTTP
- E. LTP (Light-weight Transport Protocol)

Answer: D

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**QUESTION 41:**

Select the answer that best describes how the Cisco CRM Communications Connector creates dial prefixes and patterns.

- A. dial prefix statements
- B. it does not, it uses the dial prefixes and patterns from the CallManager Express
- C. rational expressions
- D. route points and calling search spaces

Answer: C

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**QUESTION 42:**

What customization button is created during the install process to allow for the Click to Dial feature to

work?

- A. Dial Contact
- B. Click to Dial
- C. Auto Dial
- D. Call This Person
- E. Call This Contact

Answer: D

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**QUESTION 43:**

What answer best describes the role of the Cisco TAPI service provider on the CallManager Express?

- A. sends TAPI messages to the IP phone so that it can pop the associated customer record
- B. sends TAPI messages to the Microsoft CRM server so it can pop the associated customer record
- C. receives TAPI messages from the Microsoft CRM server so that it can pop the associated customer record
- D. increases lookup time of queries sent to the SQL server

Answer: B

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**QUESTION 44:**

Given a customer scenario where a contact center is not installed, describe the benefits of installing the Cisco CRM Communications Connector application.

- A. The business saves money by not having to purchase contact center software because the Cisco CRM Connector software handles the call routing and queuing.
- B. All customer-facing employees save time by having the Cisco CRM Communications Connector software contact them when they are away from their desk by cell phone or pager.
- C. All customer-facing employees who receive inbound calls from internal or external customers can benefit from the productivity enhancement features by time saving and elimination of entry errors.
- D. The business saves money by not having to hire contact center agents because the calls are answered by the Cisco CRM Communications Connector application.

Answer: C

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**QUESTION 45:**

What Microsoft CRM files does the Cisco CRM Communications Connector update to add the Click to Dial customization buttons to the CRM customer contact records? (Choose two.)

- A. clicktodial.config
- B. globalconfig.xml
- C. isv.config

- D. outlookclient.xml
- E. clientconfig.cfg

Answer: C,D

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**QUESTION 46:**

You are troubleshooting the Cisco CRM Communications Connector software and need to test the connectivity between the Cisco CRM Communications Connector client software and Cisco CRM Communications Connector server software. What should you use to test this connectivity?

- A. Go to the CRM tab on the Cisco CRM Communications Connector Troubleshooting Utility to send a query to the CRM server.
- B. Go to the Connectivity Test tab on the Cisco CRM Communications Connector Troubleshooting Utility to send a query to the CRM server.
- C. Go to a command prompt on the client, issue the mysql> Query -a ip\_address of CRM server.
- D. Use the Cisco CRM Communications Connector query analyzer on the Microsoft CRM server to send a query to the customer database located on the client PC.

Answer: A

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**QUESTION 47:**

Select the answer that best describes the role of CallManager Express within the solution.

- A. provides screen pops and associates incoming calls with existing Microsoft CRM customer records
- B. stores customer records and causes the Microsoft CRM user's PC to pop the associated customer record
- C. maintains the database of previous calls history for each Microsoft CRM user's customer contacts
- D. provides call processing, caller ID information, and call state information to the Cisco CRM Communications Connector

Answer: D

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**QUESTION 48:**

What three components can be monitored and tested using the Cisco CRM Communications Connector Troubleshooting Utility? (Choose three.)

- A. CRM
- B. Cisco CRM Communications Connector System Service
- C. Microsoft CRM System Service
- D. TAPI
- E. Dial Strings
- F. Cisco CRM Communications Connector System Service

Answer: A,D,E

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**QUESTION 49:**

**DRAG DROP**

You work as a network technician at Certkiller .com. Your boss Certkiller asks you to arrange the sequence of events involved in the general message flow between the Cisco CRM Communications Connector and Microsoft CRM.. Match the event with the appropriate step.

Steps, Select from these	Steps, place here
Cisco CCC server components return HTML to the client	Place 1st here
Client makes requests to the Cisco CCC server components	Place 2nd here
Cisco CCC server components process the requests using the Microsoft CRM APIs	Place 3rd here

Answer:

Steps, Select from these	Steps, place here
	Client makes requests to the Cisco CCC server components
	Cisco CCC server components process the requests using the Microsoft CRM APIs
	Cisco CCC server components return HTML to the client