Exam Questions Salesforce-Contact-Center

Salesforce Contact Center Accredited Professional Exam

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NEW QUESTION 1
The company aims to reduce operational costs. Which KPI is most relevant to track their progress?

A. Customer Acquisition Cost (CAC)
B. Agent Resolution Rate
C. Average Cost per Case (CPAC)
D. Employee Turnover Rate

Answer: C

Explanation:
 The Average Cost per Case (CPAC) is the most relevant KPI for tracking progress in reducing operational costs within a contact center. This metric provides a clear measurement of the cost associated with resolving each customer case, taking into account all resources utilized in the process. Monitoring and optimizing CPAC can help a company identify areas where efficiencies can be improved, thus directly contributing to the reduction of operational costs.
References: https://help.salesforce.com/articleView?id=custom_reports_dashboards.htm

NEW QUESTION 2
The customer wants to automate sending invoices and case history updates via email. Which business process requirement should be considered?

A. Develop custom Apex code for automated email triggers and attachments.
B. Utilize Process Builder with predefined rules for email notifications based on case updates.
C. Configure outbound email integrations with pre-built templates for invoices and case summaries.
D. Implement Einstein Bots to handle email communication and automate basic customer interactions.

Answer: B

Explanation:
 Process Builder in Salesforce allows for the automation of tasks such as sending invoices and case history updates via email following specific triggers or updates to a case. By using predefined rules and conditions within Process Builder, organizations can automate email notifications, ensuring that communications are timely and relevant to the case status. This tool simplifies workflow automation, making it easier to maintain consistent communication with customers without manual intervention.
References: https://help.salesforce.com/articleView?id=sf.process_overview.htm

NEW QUESTION 3
You??re deploying a new web chat widget with proactive engagement triggers. Which cut- over requirement helps optimize customer experience and minimize intrusion?

A. Defining precise triggers for proactive chat engagement based on website visitor behavior and context.
B. Configuring clear opt-out options for customers within the chat window and on website landing pages.
C. Providing agents with readily available customer context and browsing history within the chat interface.
D. All of the above, contributing to a personalized and helpful proactive chat experience for website visitors.

Answer: D

Explanation:
 Optimizing customer experience with a new web chat widget involves several strategic actions:A. Defining precise triggers based on visitor behavior ensures proactive engagements are timely and relevant.B. Configuring clear opt-out options respects customer preferences and minimizes intrusion.C. Providing agents with customer context and browsing history enhances the ability to offer personalized assistance.Implementing these requirements collectively ensures a positive and non-intrusive chat experience, fostering customer satisfaction and engagement.
References: https://help.salesforce.com/articleView?id=sf.snapins_chat_overview.htm

NEW QUESTION 4
The customer requests integrations with existing CRM and marketing automation systems. Which approach promotes data integrity and maintainability?

A. Develop custom code for each integration, creating independent data silos and complex maintenance needs.
B. Utilize pre-built Salesforce connectors and APIs for seamless data exchange with external systems.
C. Implement point-to-point integrations with each system, requiring ongoing customization and management.
D. Avoid integrations altogether and maintain separate data environments for different functionalities.

Answer: B

Explanation:
 Reference: Salesforce Documentation on Integration

NEW QUESTION 5
The customer wants to seamlessly integrate their existing CRM system. Which Salesforce feature facilitates this?

A. Data Import Wizard
B. Process Builder
C. Apex Code
D. Partner Integrations

Answer: D

Explanation:
 Reference: Salesforce AppExchange

NEW QUESTION 6
While the stakeholders might not be familiar with the term "Continuous Integration," outlining its benefits in terms of improved quality, efficiency, and reduced risk can easily convince them of its value for the Contact Center project. Here are some specific points to highlight Ursa Major Solar wants a consultant to design a solution that will blow its customers take detailed questions about a product's functionality. The customer should be able subject-matter experts and interact with IT support
through available channels in real time.
Which feature should the consultant use to accomplish this?

A. Mass Email
B. Experience Site
C. Public Groups

Answer: B

Explanation:
 Reference: https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm

NEW QUESTION 7
The company prioritizes identifying trends and patterns in customer behavior. Which KPI is most valuable for this analysis?

A. Contact Reason Categorization
B. Peak Volume Hours
C. Customer Journey Mapping
D. Case Resolution Trends

Answer: C

Explanation:
Customer Journey Mapping is the most valuable KPI for identifying trends and patterns in customer behavior. This approach involves tracking the different stages a customer goes through in interacting with the organization, from initial contact through various touchpoints to resolution or purchase. Mapping the customer journey provides comprehensive insights into customer preferences, behaviors, and pain points, which helps in understanding how to enhance the customer experience effectively.
References: https://help.salesforce.com/articleView?id=sf.mc_overview_journey_builder.htm

NEW QUESTION 8
The company desires to enhance first-contact resolution rate. Which KPI should be closely monitored?

A. Number of Escalated Cases
B. Agent Average AHT
C. First Contact Resolution (FCR) Rate
D. Customer Effort Score (CES)

Answer: C

Explanation:
 Reference: Salesforce Documentation on Service Cloud Metrics

NEW QUESTION 9
The project encounters unforeseen technical issues during release. Which response is most appropriate within the release management plan?

A. Proceed with the release despite technical issues, as per the planned schedule.
B. Delay the release to ensure complete resolution of technical issues before deployment.
C. Communicate the issues transparently to stakeholders and implement a rollback plan if necessary.
D. Ignore the technical issues and hope they resolve themselves after release.

Answer: C

Explanation:
 In the event of unforeseen technical issues during a release, the most appropriate response is to communicate transparently with stakeholders about the issues and to have a rollback plan ready if necessary. This approach ensures that all parties are informed and prepared to revert to the previous stable version if the new release proves to be unstable or problematic, maintaining trust and system reliability.
References: https://help.salesforce.com/articleView?id=sf.release_manage_best_practices.htm

NEW QUESTION 10
The customer wants to streamline agent onboarding and training. Which feature promotes reusability and maintainability?

A. Develop unique training guides and resources for each agent role and case type.
B. Create standard operating procedures (SOPs) documented within Salesforce Knowledge Base articles.
C. Leverage Service Cloud Knowledge articles with searchable information and step-by- step guides for common tasks.
D. Design personalized training materials tailored to specific agent skill sets and needs.

Answer: C

Explanation:
 Reference: Salesforce Documentation on Service Cloud Knowledge

NEW QUESTION 10
The customer wants to enable self-service options for simple issues. Which Salesforce capability would be most helpful?

A. Knowledge Base
B. Process Builder
C. Web Service API
D. OmniScript

Answer: A

Explanation:
Reference: Salesforce Knowledge Base

NEW QUESTION 15
The customer wants to prioritize cases based on customer loyalty and contract value. Which functionality enables this?

A. Case Classification
B. Entitlements
C. Case Escalation Rules
D. Custom Apex Code

Answer: D

Explanation:
Custom Apex Code is the most flexible option for implementing sophisticated case prioritization logic that can consider multiple variables such as customer loyalty and contract value. Apex allows developers to write complex algorithms that assess various aspects of a customer profile and case details to assign priority levels.
? Case Classification and Case Escalation Rules provide some level of prioritization but typically in a more limited scope.
? Entitlements manage customer rights and service levels but do not inherently prioritize cases based on loyalty or value.
? Custom Apex Code provides the necessary customization to tailor case prioritization according to specific business rules and criteria.
Developers can refer to Salesforce Apex Developer Guide for guidance on how to implement custom logic with Apex.

NEW QUESTION 18
The consultant should suggest UMS configure its Experience Cloud site to support the desired chat routing using the following approach:
Pass in the User ID field as a hidden pre-chat field and check the value of that field in an Omni-Channel flow to determine the routing destination.
The customer service manager at Universal Containers wants to implement a process to ensure cases that are not resolved in time get brought to the attention of more experienced service agents. A consultant has proposed to implement case escalation rules for this. Which best practice should the consultant observe when configuring case escalation rules?

A. Put the most complex escalation Rule Entry at the end of the sort order to improve system performance.
B. Create a maximum of 25 Rule Entries to make the escalation rules easy to maintain for an administrator.
C. Create a catch-all Rule Entry at the end of the sort order so that if no other entry is met a case still gets evaluated.

Answer: C

Explanation:
Reference: Salesforce Escalation Rules Best Practices

NEW QUESTION 19
You??re preparing data migration for knowledge base articles with associated attachments. Which step helps ensure file compatibility and accessibility within the new platform?

A. Converting attachments to formats compatible with the new knowledge base system before the migration process.
B. Configuring the new platform to recognize and handle different file formats associated with migrated knowledge base articles.
C. Testing access and download functionality for attached files within the new platform after the migration is complete.
D. All of the above, contributing to seamless access and usability of knowledge base articles with corresponding attachments in the new system.

Answer: D

Explanation:
Reference: Salesforce Knowledge Management

NEW QUESTION 22
The consultant should set up "Edit the Case page layout to embed the Contact Details component on the Case page." This is the most efficient approach to streamline the agents' workflow and eliminate unnecessary navigation.
Ursa Major Solar has a Contact Support form with fields for the Subject and Description on its Experience Cloud site, that its customers can fill out to log a case.
However, customers are experiencing long response times, because the case is often transferred to a different department before it can be answered.
Which changes to the Contact Support form process should a consultant suggest to improve the response times?

A. A Use Case Assignment rules to check for keywords in the subject or description and assign the case to a specialist queue that is appropriate for each keyword
B. Use a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword.
C. Add the Type field to the assigned Global Action as required, and then use a record biggest for to assign the case to a specialist queue that is appropriate for each

Answer: A

Explanation:
Reference: https://help.salesforce.com/

NEW QUESTION 27
Your requirements include integrating social media channels into Omni-Channel. Which platform facilitates this?

A. Salesforce Social Studio for managing social media engagement and customer inquiries.
B. Flow Builder with social media connectors for creating automated processes in response to social interactions.
C. Omni-Channel routing rules directing social media messages to qualified agents based on content and context.
D. All of the above, enabling seamless integration and routing of social media interactions within the Contact Center.

Answer: D

Explanation:
 Integrating social media channels into Omni-Channel requires a blend of Salesforce capabilities: A. Salesforce Social Studio manages engagement and inquiries across social media platforms.B. Flow Builder allows for the creation of automated processes that respond to social media interactions.C. Omni-Channel routing rules can be configured to direct social media messages to the most appropriate agents based on the content and context.This combination of tools facilitates effective integration and management of social media interactions within a Contact Center environment. References: https://help.salesforce.com/articleView?id=social_studio.htm

NEW QUESTION 32
The customer wants to measure the effectiveness of self-service options. Which metrics would be most relevant?

A. Track the number of cases deflected by self-service compared to the total case volume.
B. Monitor customer satisfaction surveys completed after using self-service options.
C. Analyze average resolution times for cases initiated through self-service versus traditional channels.
D. All of the above, providing a comprehensive view of self-service effectiveness and user experience.

Answer: D

Explanation:
 Measuring the effectiveness of self-service options effectively involves tracking multiple metrics: the number of cases deflected by self-service tools, customer satisfaction ratings after using these options, and comparing resolution times between self- service and traditional support channels. This combination of metrics provides a holistic view of how well self-service options are meeting customer needs and where improvements might be necessary to enhance efficiency and user satisfaction. References: https://help.salesforce.com/articleView?id=sf.service_channel_analytics.htm

NEW QUESTION 37
Your scenario includes deploying a new knowledge base for self-service customer support. Which channel-specific cut-over requirement promotes awareness and utilization?

A. Integrating knowledge base articles within relevant chat conversations and case workflows.
B. Providing prominent access points to the new knowledge base across various customer- facing channels.
C. Conducting user training and awareness campaigns highlighting the new knowledge base and its benefits.
D. All of the above, creating a multi-pronged approach to encourage self-service adoption through the new knowledge base.

Answer: D

Explanation:
 encourage self-service adoption through the new knowledge baseComprehensive Detailed Explanation with References:Promoting awareness and utilization of a new knowledge base for self-service customer support involves several strategies: A. Integrating knowledge base articles within chat conversations and case workflows enhances relevance and timely assistance. B. Providing prominent access points across customer-facing channels ensures that customers can easily find and use the knowledge base. C. Conducting user training and awareness campaigns increases familiarity with the knowledge base's features and benefits. Implementing all these approaches simultaneously offers a comprehensive strategy to maximize adoption and effectiveness of the new resource. References: https://help.salesforce.com/articleView?id=sf.knowledge_create_articles.htm

NEW QUESTION 41
Universal Containers (UC) requires agents to use their mobile devices as
part of the daily operations. In order to do that, agents need a service app that can be published on AppExchange. Which kind of environment should UC use to develop and deploy this app on Appexchange?

A. Source org
B. Scratch org (correct)
C. Sandbox

Answer: B

Explanation:
 Reference: Salesforce Developer Documentation on Scratch Orgs

NEW QUESTION 43
Your customer wants to improve agent productivity. Which future functionality could be most impactful?

A. Implement knowledge base suggestions and AI-powered case deflection tools.
B. Develop automated workflows for repetitive tasks and case escalations.
C. Integrate self-service options and chatbots for simple customer inquiries.
D. All of the above, empowering agents with streamlined tools and automated processes.

Answer: D

Explanation:
 Reference: Salesforce Service Cloud Features

NEW QUESTION 47
While manually changing presence status is an option, it's not the most ideal solution for Ursa Major Solar's concern about capturing call summaries in Service Cloud Voice. Here are two better suggestions:
Ursa Major Solar (UMS) would like to set up customer push notifications as part of t Engagement upgrade project.
For which channels can UMS implement this?

A. SMS Messaging
B. Facebook Messenger
C. Messaging for In-App

Answer: ABC

Explanation:
 Reference: https://www.salesforce.com/products/marketing-cloud/best-practices/push-notification-strategy/

NEW QUESTION 50
The company??s primary goal is to improve customer satisfaction. Which KPI best aligns with this objective?

A. Average Contact Handle Time (AHT)
B. First Contact Resolution (FCR) Rate
C. Customer Satisfaction (CSAT) Score
D. Net Promoter Score (NPS)

Answer: C

Explanation:
 The Customer Satisfaction (CSAT) Score is the key performance indicator (KPI) that best aligns with the objective of improving customer satisfaction. CSAT directly measures the degree of satisfaction customers feel with a service or product, usually gathered through post-interaction surveys asking customers to rate their experience. It provides clear insights into how satisfied customers are, which is directly linked to the company's goal of improving customer satisfaction.
References: https://help.salesforce.com/articleView?id=sf.snapins_chat_overview.htm

NEW QUESTION 52
Ursa Major Solar is enhancing its Messaging for Web implementation on the customer site to pass the Customer ID and visited URL as web content to their service apert wen the conversation starts.
How should a consultant implement these requirements?
Create two custom fields then create two custom parameters, clone and the messaging channel. Add the two custom parameters as hidden precatedly Salesforce code embedded on the help site to auto set customer Update Omni-Channel Flow to populate the custom fields.
Create a contact custom field customer ID and case custom felt viste R. At The custom fields to pre-chat form Modify the Sales contended on the he customer ID and visited URL value
Create a contact custom field customer ID and ca custom parameters, Customer_ID and visited URL for the messytee custom parameters as hidden pre-chat belts Mosity the site to auto set customer, ID and visited, URL value to t leveraging extra PrechatFormDetails APL Ursa Major Solar (UMS) provides customer support primarily using the phone channel through Computer Telephony Integration (CTI) in
Salesforce. UMS recently stated .. spikes of service calls coming in that often result in customers waiting for hour on the phone.
Which recommendation should the consultant make to improve this?

A. Implement an SMS Digital Channel and redirect customers from phone.
B. Hire more service agents in peak season and meet customer needs on demand
C. Implement Email-to-Case and redirect customers from phone to email

Answer: B

Explanation:
 Reference: https://help.salesforce.com/s/articleView?id=sf.chat_prechat_details.htm
To address the issue of service call spikes and long customer wait times, the consultant
should recommend implementing an SMS Digital Channel and redirecting customers from phone to SMS. This digital channel allows for more flexible and asynchronous communication, which can help manage the volume of incoming queries more efficiently than voice calls alone. Implementing SMS also provides customers with a convenient and accessible way to receive support, potentially reducing the pressure on the phone channel during peak times.Reference: https://help.salesforce.com/s/articleView?id=sf.messaging_channels_setup_sms.htm

NEW QUESTION 53
The customer wants to prioritize security and compliance. Which Salesforce feature should be emphasized?

A. Field-Level Security
B. Omni-Channel Routing
C. Einstein Analytics
D. Knowledge Base

Answer: A

Explanation:
 Reference: Salesforce Documentation on Field-Level Security

NEW QUESTION 56
Your customer wants to offer 24/7 omnichannel support with personalized interactions. Which Salesforce feature best addresses this?

A. Omni-Channel Routing
B. Case Management
C. Service Cloud Einstein

D. Customer Community

Answer: C

Explanation:
Reference: Salesforce Service Cloud Einstein

NEW QUESTION 60
You need to configure email templates for case updates and notifications. Which tool best suits this task?

A. Salesforce Classic Email Templates with drag-and-drop content editing.
B. Entitlement Email Templates for automated communication based on service level agreements.
C. Lightning Email Templates with flexible design options and dynamic data merge fields.
D. Einstein Mail Composer powered by AI for personalized and responsive email content.

Answer: C

Explanation:
Lightning Email Templates provide the best solution for configuring email templates for case updates and notifications. These templates offer flexible design options and the ability to use dynamic data merge fields, making them ideal for creating personalized and context- specific communications.
References: https://help.salesforce.com/articleView?id=sf.email_templates_lightning.htm

NEW QUESTION 63
The legal team emphasizes data security and compliance. How can future functionality address this?

A. Implement field-level security to restrict access to sensitive data based on user roles and permissions.
B. Encrypt customer data at rest and in transit to protect against unauthorized access.
C. Conduct regular security audits and vulnerability assessments to identify potential risks.
D. All of the above, combined for a comprehensive approach to data security and compliance.

Answer: D

Explanation:
Implementing a combination of field-level security, encryption, and regular security audits addresses the concerns of data security and compliance comprehensively. Field-level security ensures that sensitive data is accessible only to authorized users based on their roles. Encryption of data at rest and in transit protects it from unauthorized access or breaches. Regular security audits and vulnerability assessments help in identifying and mitigating potential risks, ensuring that the system remains secure and compliant with legal requirements.
References: https://help.salesforce.com/articleView?id=data_security.htm

NEW QUESTION 65
You need to share Contact Center metrics with external stakeholders. Which feature facilitates secure and controlled data sharing?

A. Exporting reports and dashboards for external access via email or file sharing platforms.
B. Salesforce Sharing Settings granting specific access levels to external users for relevant dashboards and reports.
C. Custom Apex development for building secure data sharing portals with granular access controls.
D. All of the above, depending on the security requirements, desired level of control, and complexity of data access needs.

Answer: D

Explanation:
Reference: Salesforce Data Sharing and Security

NEW QUESTION 66
Your customer seeks continuous improvement for their Contact Center program. How can future functionality support this?

A. Utilize pre-built Salesforce reports and dashboards to track key metrics and identify areas for improvement.
B. Implement Einstein Analytics for advanced data analysis, predictive insights, and proactive problem-solving.
C. Gather agent feedback through surveys and workshops to understand pain points and suggest improvements.
D. All of the above, combining data-driven insights with customer and agent feedback for continuous optimization.

Answer: D

Explanation:
Continuous improvement in a Contact Center can be supported by leveraging a combination of Salesforce's pre-built reports and dashboards for tracking key metrics, utilizing Einstein Analytics for deeper insights and predictive capabilities, and gathering direct feedback from agents. This comprehensive approach allows organizations to identify areas for improvement based on quantitative data and qualitative feedback, facilitating proactive problem-solving and ensuring ongoing optimization of contact center operations.
References: https://help.salesforce.com/articleView?id=bi_introducing_einstein_analytics.htm

NEW QUESTION 67
You need to validate automated case escalation. Which tool helps monitor and assess this process?

A. Monitoring Escalation History related list within case records to track escalation triggers and actions taken.
B. Utilizing reporting tools to analyze trends and patterns in case escalation frequency and reasons.
C. Supervisor Console providing insights into case status, queue information, and escalation triggers.
D. All of the above, offering complementary perspectives on automated case escalation effectiveness and potential adjustments.

Answer: D

Explanation:
Monitoring and validating automated case escalation effectively involves using multiple tools that offer various insights into the process:A. Monitoring Escalation History related list within case records helps track escalation triggers and actions, providing a direct audit trail for each case.B. Utilizing reporting tools to analyze trends in case escalation provides insights into frequency, reasons, and potential areas for process improvement.C. Supervisor Console offers real-time insights into case statuses, including escalations, enabling supervisors to oversee and adjust processes as needed.Combining these tools provides a holistic view of case escalation effectiveness and helps in identifying and implementing necessary adjustments.
References: https://help.salesforce.com/articleView?id=custom_reports_dashboards.htm

NEW QUESTION 68
To facilitate a transfer of an Enhanced Bot conversation to a queue, a consultant needs to use two routing types:
* 1. Omni-Channel Flow:
This is the primary type used to route the conversation from the bot to the queue. The consultant can build a flow with a specific action to "Route Work Item."
This action allows you to specify the target queue where the conversation will be directed.
* 2. Dialog: (Optional)
While not required for basic transfers, dialogs can be used to enhance the user experience during the transfer process.
For example, the consultant can create a dialog that informs the customer about the need to transfer the conversation to a live agent and provides estimated wait times.
Additionally, the dialog can collect any necessary information from the customer before transferring the case to the queue.
A consultant is asked to migrate 100,000 historic cases from a legacy system to Cloud.
Which tool should the consultant use?

A. Data Import Wizard
B. Salesforce REST API
C. Data Loader

Answer: C

Explanation:
For migrating 100,000 historic cases from a legacy system to Salesforce, the consultant should use the Data Loader. Salesforce Data Loader is designed for bulk data operations and is the optimal tool for handling large-scale data migrations, such as 100,000 records or more. It provides the ability to insert, update, delete, or export Salesforce records. When importing data, Data Loader reads, extracts, and loads data from CSV files or from a database connection. For large data volumes, Data Loader is more efficient and robust than the Data Import Wizard, which is typically recommended for loading fewer than 50,000 records. The Data Loader also supports automated batch processing, making it suitable for migrating large datasets from legacy systems.
Reference: Using Data Loader in Salesforce

NEW QUESTION 72
Out of the listed options, the most effective combination of features/capabilities to improve UMS's call handling speed and efficiency is:
* 1. Service Cloud Voice:
Streamlines inbound and outbound calling within Salesforce, eliminating context switching and improving agent productivity. Offers features like call recording, transcription, and click-to-dial for faster call handling.
* 2. Omni-Channel:
Intelligently routes calls to the most qualified agents based on skills, availability, and workload, ensuring faster issue resolution.
Provides real-time insights into agent performance and call metrics for effective management.
* 3. Einstein Bots:
Handles simple inquiries and FAQs, deflecting calls from agents and reducing queue wait times.
Can handle tasks like scheduling appointments, providing basic account information, or collecting initial issue details, freeing up agents for complex issues.
During a design workshop, Ursa Major Solar (UMS) indicates to a consultant that many cases around the same topic, which is usually an outage. Currently the customer service agents need to respond to each and every case separately, which takes a line amount of time. They would like to be able to collect these cases together and y message that would be received by all customers.
Which incident management feature should the consultant recommend UMS the direct communication with customers?

A. Broadcast Alert
B. Broadcast Site Banner
C. Broadcast Email

Answer: A

Explanation:
To address the need for mass communication during common issue occurrences like outages, the consultant should recommend the Broadcast Alert feature in Salesforce Incident Management. This feature allows Ursa Major Solar to send a real-time alert to all affected customers quickly and efficiently. Broadcast Alerts are useful for providing immediate updates, instructions, or solutions to customers impacted by the same issue, thus reducing the need for individual case responses and significantly saving time.
Reference: Salesforce Incident Management

NEW QUESTION 76
The company prioritizes measuring customer effort during interactions. Which KPI is best suited for this purpose?

A. Net Promoter Score (NPS)
B. Customer Lifetime Value (CLTV)
C. Customer Effort Score (CES)
D. First Contact Resolution (FCR) Rate

Answer: C

Explanation:
Reference: Salesforce Blog on Customer Effort Score

NEW QUESTION 78
The company wants to assess brand loyalty and potential for referrals. Which KPI is most relevant?

A. Customer Satisfaction (CSAT) Score
B. Net Promoter Score (NPS)
C. Average Contact Handle Time (AHT)
D. Case Resolution Rate

Answer: B

Explanation:
Reference: Salesforce Blog on Net Promoter Score

NEW QUESTION 80
The consultant should recommend implementing the requirement by setting up Support Holidays to specify holidays.
Ursa Major Solar uses a custom object to track customer orders. The business would like the voice call linked to the primary order the customer is asking about
How should a consultant accomplish this?

A. Create a flow that references the custom object.
B. Create a junction object between the custom object and Voice Call Create a custom lookup field on the Voice Call object to the custom object
C. The consultant should accomplish the linking of voice calls to primary orders by creating a custom lookup field on the Voice Call object to the custom object.

Answer: C

Explanation:
Reference: Salesforce Custom Objects and Fields

NEW QUESTION 83
You need to deploy a new case routing algorithm based on AI. Which deployment process provides the safest and most controlled approach?

A. Pilot deployment involving a small user group for testing and feedback before broader rollout.
B. Production deployment directly to all users simultaneously, with immediate effect.
C. Full sandbox deployment for comprehensive testing before migrating to production.
D. All of the above, depending on the complexity and potential impact of the new algorithm.

Answer: A

Explanation:
Deploying a new case routing algorithm based on AI is best approached using a pilot deployment. This method involves testing the new algorithm with a small group of users to collect feedback and assess performance in a controlled environment. This approach allows for identifying potential issues and making necessary adjustments
before a full-scale rollout, thus reducing risk and ensuring the algorithm performs as intended when implemented broadly.
References: https://help.salesforce.com/articleView?id=sf.deployment_strategies.htm

NEW QUESTION 87
The release management plan needs to be adaptable to unforeseen changes or challenges. Which element facilitates flexibility and responsiveness?

A. Detailed and rigid schedule with no room for modifications or adjustments.
B. Clearly defined communication channels and escalation procedures for unforeseen issues.
C. Regular risk assessments and contingency plans for potential challenges and roadblocks.
D. A collaborative work environment and open communication among stakeholders.

Answer: D

Explanation:
Reference: Salesforce Change Management

NEW QUESTION 89
The customer wants to capture customer feedback through post-interaction surveys. Which feedback mechanism would be most beneficial?

A. Integrate with a third-party survey platform for customization and detailed analysis.
B. Utilize Salesforce Surveys with pre-built templates for collecting feedback after case closure.
C. Implement chatbots with in-conversation surveys to gather immediate feedback during interactions.
D. Develop custom case fields and workflows to capture and track customer feedback internally.

Answer: B

Explanation:
Reference: Salesforce Surveys

NEW QUESTION 91
I'd recommend a combination of Broadcast Alert and Broadcast Email features in Salesforce Incident Management to fulfill Ursa Major Solar's (UMS) need for efficient communication during widespread outages:
Ursa Major Solar wants to proactively start a conversation with contacted the company before in its contact center by sending the response. Which messaging channel should a consultant recommend to support the

A. Facebook Messenger

B. Messaging for Wed
C. SMS

Answer: C

Explanation:
Considering the need for proactive communication with customers who have previously contacted the company, SMS is the most effective messaging channel. SMS allows Ursa Major Solar to reach out directly to customers' mobile phones, ensuring high readability and immediate delivery of important messages. SMS is widely accessible and does not require internet connectivity, making it a reliable channel for mass communication, especially in urgent scenarios.
Reference: Messaging for Salesforce

NEW QUESTION 96
Your design includes Omni-Channel routing. Which component is essential for distributing cases efficiently?

A. Developing custom Apex code for routing logic.
B. Configuring queues with specific skills and availability requirements.
C. Implementing presence-based routing based on agent availability.
D. All of the above, working together for optimal Omni-Channel routing.

Answer: D

Explanation:
Efficient case distribution in Omni-Channel routing involves several key components: A. Custom Apex code can be used to develop complex routing logic that goes beyond standard configurations. B. Configuring queues with specific skills and availability
ensures that cases are directed to the most appropriate agents. C. Implementing presence- based routing ensures that cases are only sent to agents who are currently available and ready to handle them. Integrating these components ensures that cases are routed efficiently, balancing workload and optimizing response times across various communication channels.
References: https://help.salesforce.com/articleView?id=omnichannel_routing.htm

NEW QUESTION 101
Ursa Major Solar can implement customer push notifications through the following channels as part of its Engagement upgrade project:
Ursa Major Solar (UMS) has high daily call volumes. UMS wants to improve the speed and efficiency of its call handling.
Which set of features/capabilities will help UMS achieve this?

A. Service Cloud Voice, Omni-Channel, Service Console
B. Case Classification, Omni-Channel, Einstein Bots
C. Service Cloud Voice, Feedback Management, Einstein Boss

Answer: A

Explanation:
For Ursa Major Solar (UMS) to improve the speed and efficiency of its call handling, the integration of Service Cloud Voice, Omni-Channel, and the Service Console is optimal. Service Cloud Voice brings telephony inside the Salesforce platform, allowing agents to make and receive calls directly in Salesforce, providing them with a comprehensive view of the customer and their history. Omni-Channel ensures that calls are routed to the right agent at the right time, based on skills, availability, and workload. The Service Console offers a unified interface that lets agents manage multiple cases and calls efficiently, reducing time spent switching between screens and applications, and speeding up call resolution.
Reference: Service Cloud Voice

NEW QUESTION 103
A project sponsor has informed a consultant that customer satisfaction is their top.. Which Contact Center metric should the consultant prioritize improving?

A. Average Handle Time
B. Average Wait Time
C. First Call Resolution(correct)

Answer: C

Explanation:
Prioritizing First Call Resolution (FCR) is essential when customer satisfaction is the top priority, as FCR directly impacts customer experience by resolving their concerns or queries in the initial interaction. Improving FCR can significantly enhance customer satisfaction because it reduces the need for follow-up calls, thus saving time and improving the overall customer experience.
Reference: Salesforce Service Cloud Metrics

NEW QUESTION 106
Your customer wants to measure the success of the implementation in terms of business impact. Which key performance indicators (KPIs) are most relevant?

A. Number of cases resolved, average handle time, and agent productivity metrics.
B. Customer satisfaction scores, net promoter score (NPS), and customer retention rates.
C. Cost savings achieved through operational efficiency and reduced call volume.
D. All of the above, providing a holistic view of Contact Center impact on business goals.

Answer: D

Explanation:
Reference: Salesforce KPIs for Contact Centers

NEW QUESTION 111

I'd be glad to assist you with crafting the best possible response to the prompt, drawing on the insights from the provided ratings and aiming to surpass the quality of both Response A and Response B.

Ursa Major Solar has implemented Service Cloud Voice. After using it for
several months, the customer service manager notices that agents rarely create a note that summarizes what was discussed during a phone call. This has made it difficult to get an overview of what happened on a case. What should a consultant suggest to help resolve this challenge?

A. A Build a flow solution that updates the agent's Presence status to unavailable so they have time to add notes, then put the status back to 'available' after a certain period of time
B. Set up the After Conversation Work component so that an agent has time to write a summary of the call before being assigned new inbound calls again.
C. Instruct agents to update their Presence Status to unavailable every time they finish plane and put their status back to available' after wrapping up

Answer: B

Explanation:
Reference: https://help.salesforce.com/s/articleView?id=sf.voice_work.htm

NEW QUESTION 113
Your design specifies dynamic greetings in email templates based on customer data. Which Salesforce feature enables this personalization?

A. Custom Apex code to programmatically insert customer data into email templates.
B. Merge fields in email templates linked to specific object fields containing customer information.
C. Process Builder sequences dynamically updating and inserting personalized data into email content.
D. Einstein Content Recommendations suggesting relevant templates and content based on customer data.

Answer: B

Explanation:
 Dynamic greetings in email templates based on customer data can be effectively implemented using merge fields in Salesforce. Merge fields automatically pull data from specific object fields related to the customer, such as their name or recent activity, and insert it into the email content. This feature enables personalization at scale by using existing customer data in Salesforce to customize each email, enhancing the relevance and engagement of communications. References: https://help.salesforce.com/articleView?id=sf.email_templates_merge_fields.htm

NEW QUESTION 115
Your project requires migrating customer data with multiple language variations. Which data preparation step helps maintain language consistency and accuracy?

A. Utilizing data validation rules to flag and correct inconsistencies in customer record language formats and character sets.
B. Configuring the new system to recognize and handle different language formats and encoding standards for accurate import.
C. Manually reviewing and verifying the language and character consistency of customer data before migration.
D. All of the above, contributing to a seamless transition with accurate representation of multilingual customer data.

Answer: D

Explanation:
 Maintaining language consistency and accuracy during customer data migration involves various steps: A. Data validation rules ensure that inconsistencies in language formats and character sets are flagged and corrected.B. Configuring the system to handle different language formats and encoding standards is crucial for accurate data import.C. Manual review of language and character consistency helps verify the accuracy before migration.Employing these measures ensures that multilingual customer data is accurately represented in the new system, enhancing data integrity and usability. References: https://help.salesforce.com/articleView?id=sf.data_quality.htm

NEW QUESTION 118
The most suitable Service Cloud Voice feature for Ursa Major Solar to protect customer information during phone interactions is: Pause/Resume Call Recording
A client requires that their Messaging for Web customers are able to see wait times when starting an interaction. They also want to allow a banner to inform customers that chats are unavailable outside of business hours. What are some of the required configurations in this solution?

A. Business Hours active, Estimated Wait Time activated Omni-Channel Queue of flows and custom Business Hours Messaging in the flow
B. Business Hours active, Omni-Channel Queue or Flow, Estimated Wait Time active and Business Hours added to the Embedded Deployment
C. Estimated Wait Time activated, Event Flow routing Business Hours set, and Lite Shoe class in the Pre-Chat form

Answer: B

Explanation:
 To enhance the customer experience for Messaging for Web, several configurations are needed:
? Business Hours: Must be active to inform customers about service availability during specific hours.
? Omni-Channel Queue or Flow: Required for managing and routing customer interactions.
? Estimated Wait Time: Should be activated to display expected wait times to customers, helping manage their expectations.
? Business Hours added to the Embedded Deployment: Ensures that the chat functionality reflects the correct availability times and conditions outside business hours.
Reference: Salesforce Omni-Channel Management

NEW QUESTION 120
Your bot design includes handoff to live agents for complex inquiries. Which feature facilitates this seamless transition?

A. Escalation Rules automatically transferring chat sessions to agents based on definedcriteria.
B. Contextual handoff functionality preserving chat history and customer information for the agent.
C. Supervisor Console allowing supervisors to manually transfer chat sessions to specific agents.
D. All of the above, providing various options for smooth and informed handoff from bot to agent interactions.

Answer: D

Explanation:
The seamless transition from bot interactions to live agents in complex inquiries can be facilitated through multiple features:A. Escalation Rules automatically transfer chat sessions to agents based on predefined criteria, ensuring timely intervention.B. Contextual handoff functionality retains chat history and customer data, equipping the agent with the context needed to provide effective support immediately.C. Supervisor Console allows for manual oversight and direct chat session transfers to specific agents, enhancing control over quality and distribution of tasks.These combined features ensure a comprehensive approach to managing bot-to-agent transitions, maintaining continuity and customer satisfaction.
References: https://help.salesforce.com/articleView?id=service_presence_configuring.htm

NEW QUESTION 121
The customer needs ongoing support and training for their new system. Which Salesforce resource is most valuable?

A. Trailhead
B. Premier Support
C. Release Notes

Answer: B

Explanation:
Reference: Salesforce Premier Support

NEW QUESTION 125
Validating messaging channel functionality involves testing message delivery and content accuracy. Which tool helps with this?

A. Monitoring chat logs and transcripts within Salesforce to review message content and delivery status.
B. Utilizing third-party testing tools like Twilio Sandbox or MessageBird to send test messages and verify delivery.
C. Conducting user testing sessions with real customers to gather feedback on the messaging experience and content clarity.
D. All of the above, offering a comprehensive approach to validate message delivery, content accuracy, and user experience.

Answer: D

Explanation:
Reference: Salesforce Messaging

NEW QUESTION 126
You??re deploying a new routing rule for social media inquiries. Which channel-specific cut- over requirement helps maintain efficient social media messaging?

A. Pre-populating agent dashboards with relevant information about incoming social media interactions.
B. Ensuring seamless continuity of ongoing social media conversations during the cut-over process.
C. Automating case creation and assignment based on social media message content and customer profiles.
D. All of the above, contributing to a smooth and efficient transition for handling socialmedia inquiries.

Answer: D

Explanation:
Efficiently managing the transition of social media messaging in a new routing setup involves several strategies:A. Pre-populating agent dashboards with relevant information enhances readiness to handle incoming interactions effectively.B. Ensuring seamless continuity of ongoing conversations during the cut-over minimizes disruption to customer communications.C. Automating case creation and assignment based on social media content and customer profiles streamlines the response process.Combining these approaches ensures that social media inquiries are managed smoothly and efficiently during and after the transition.
References: https://help.salesforce.com/articleView?id=sf.social_customer_service_setup.htm

NEW QUESTION 131
To streamline communication and clarify case conversation history for an insurance company handling a high volume of cases, I recommend a combined approach utilizing Case Comments and Case Hierarchy, with careful consideration of Chatter's limitations:
A project sponsor has stated that their primary goal is to reduce the cost per case in the contact center.
Which standard metric should a consultant focus on improving to reduce cost per case in the contact center?

A. Average Cases per Agent
B. Average Resolution Time
C. Average Handle Time

Answer: C

Explanation:
Reference: https://help.salesforce.com/

NEW QUESTION 133
The company prioritizes increasing online self-service adoption. Which KPI would effectively measure this?

A. Case Volume Deflection Rate
B. Customer Effort Score (CES)
C. Number of Knowledge Base Articles Viewed
D. Web Chat Engagement Rate

Answer: A

Explanation:
The Case Volume Deflection Rate is the key performance indicator that would effectively measure the success of increasing online self-service adoption. This KPI

calculates the percentage of potential cases that are deflected through self-service channels such as FAQs, knowledge base articles, and automated chatbots, indicating how well these tools are serving customers' needs without requiring direct agent involvement. It is an effective measure of self-service adoption and efficiency.
References: https://help.salesforce.com/articleView?id=sf.service_channel_analytics.htm

NEW QUESTION 137
Your scenario involves transitioning to a new self-service portal for customers. Which cut- over requirement helps ensure successful user adoption and engagement?

A. Implementing robust search functionalities and user-friendly navigation within the new self-service portal.
B. Conducting user testing and gathering feedback on the portal??s usability and accessibility.
C. Launching awareness campaigns and providing clear guidance on how to use the new self-service portal.
D. All of the above, contributing to a positive user experience and encouraging customer adoption of the new portal.

Answer: D

Explanation:
Ensuring successful user adoption and engagement with a new self-service portal involves a comprehensive strategy:A. Implementing robust search functionalities and user-friendly navigation makes the portal easy to use and helps customers find the information they need quickly.B. Conducting user testing and gathering feedback allows for refining the portal based on real user experiences and preferences.C. Launching awareness campaigns and providing clear guidance ensures that customers are aware of the new portal and understand how to use it effectively.Combining these elements fosters a positive user experience, which is crucial for encouraging adoption and engagement.
References: https://help.salesforce.com/articleView?id=sf.community_portal_considerations.htm

NEW QUESTION 139
You??re deploying a new AI-powered virtual assistant for initial customer inquiries. Which cut-over requirement helps maintain customer trust and transparency?

A. Clearly disclosing the use of AI and providing options for human interaction when needed.
B. Training the virtual assistant on diverse customer data and common language variations for accuracy.
C. Monitoring interactions and measuring the virtual assistant??s effectiveness in resolving customer issues.
D. All of the above, contributing to a responsible and trustworthy AI implementation for customer support.

Answer: D

Explanation:
Deploying a new AI-powered virtual assistant effectively requires several critical steps: A. Transparency about the use of AI and ensuring customers have the option to interact with human agents if needed.B. Training the virtual assistant using diverse data sets to handle various customer inquiries accurately.C. Monitoring interactions and evaluating the effectiveness of the virtual assistant in resolving customer issues to continually improve its performance.These practices foster customer trust and ensure the AI assistant is effectively integrated into the support workflow, enhancing overall customer experience.
References: https://help.salesforce.com/articleView?id=ai_einstein_bots.htm

NEW QUESTION 143
The most suitable set of solutions for the client's requirements, considering both Facebook messaging and selective case creation for post responses, is Digital Engagement and Social Studio.
A consultant has been asked to help Ursa Major Solar improve its customer support operations through the implementation of Contact Center. The company's main strategy is to enhance customer satisfaction and loyalty while streamlining costs.
Which set of key performance indicators (KPIs) should the consultant prioritize to measure the success of the Contact Center implementation?

A. A Average response time, cost per call deflection rate, and employee training time
B. Revenue growth, number of repeat customers, net promoter score, and employment
C. Average handling time, number of calls answered, customer satisfaction sure and employer training time

Answer: C

Explanation:
For Ursa Major Solar, the KPIs to prioritize to measure the success of the Contact Center implementation, given their goals to enhance customer satisfaction and streamline costs, should be average handling time, number of calls answered, customer satisfaction score, and employee training time. These KPIs directly align with improving service efficiency and
quality. Average handling time and number of calls answered focus on operational efficiency, customer satisfaction score measures the impact on customer loyalty and satisfaction, and employee training time helps in assessing the effectiveness and speed of preparing new agents, which impacts both costs and service quality.
Reference: Salesforce Service Cloud KPIs

NEW QUESTION 144
Based on Ursa Major Solar's goals of strengthening loyalty, increasing case deflection, and improving customer retention, the most suitable Experience Cloud template is the Customer Service template. Here's why:
During a workshop with a client, a consultant is made aware that the client wants to content social media strategy for their Contact Center. They want to allow their customers to message them through Facebook and also require the possibility for the customer to make posts on the company Facebook
page. They do not want to create a case for every comment on their Facebook page, as some of the posts do not need a response.
Which set of solutions should the consultant recommend for all the criteria to met?

A. Social Customer Service and ISV partner solution
B. Digital Engagement and Social Studio
C. Digital Engagement and ISV partner solution

Answer: B

Explanation:
For the client's requirements of managing customer interactions via Facebook without creating a case for every comment, the best solution set is Digital

Engagement and Social Studio. Digital Engagement provides tools to manage and support customer communications across digital channels, including Facebook messaging. Social Studio, part of the Salesforce Marketing Cloud, allows for comprehensive social media management, enabling the client to monitor, post, and engage with customers on their Facebook page efficiently. This combination ensures that only relevant interactions lead to case creation, streamlining the response process and reducing unnecessary workload.
Reference: Digital Engagement on Salesforce and Social Studio

NEW QUESTION 146

Universal Containers (UC) has a service report requirement to provide a snapshot of customers, including the service products they are using, case reason, and priority,
Which dashboard in Service Analytics should UC use? Sidebar-By

A. Customer
B. Open Cases
C. Account Profile

Answer: C

Explanation:
For Universal Containers, the "Account Profile" dashboard in Service Analytics is the most suitable choice. This dashboard provides a comprehensive snapshot of customers, including details on the service products they are using, case reasons, and priority. It is specifically designed to consolidate customer-related information, making it an ideal solution for UC's reporting needs.
References: https://help.salesforce.com/articleView?id=bi_analytics_app_service.htm

NEW QUESTION 150

The customer prioritizes cost optimization and efficient resource allocation. Which design aspect contributes to this?

A. Develop extensive custom functionalities with high implementation and maintenance costs.
B. Leverage standard Salesforce features and pre-built functionalities to avoid custom development.
C. Implement resource-intensive automations without considering their impact on operational cost.
D. Optimize agent schedules and routing based on real-time call volume and workload.

Answer: B

Explanation:
Focusing on cost optimization and efficient resource allocation, leveraging standard Salesforce features and pre-built functionalities is the most effective approach. This design aspect minimizes the need for extensive custom development, which can be costly and resource-intensive to maintain. By using built-in capabilities, organizations can take advantage of Salesforce's robust platform, ensuring that they are using reliable, tested solutions that integrate seamlessly without the additional overhead associated with custom solutions.
References: https://help.salesforce.com/articleView?id=custom_vs_standard_objects.htm

NEW QUESTION 151

You??re deploying a new social media listening tool for proactive customer engagement. Which cut-over requirement helps prevent unnecessary escalation and prioritize genuine concerns?

A. Defining clear criteria for identifying escalable issues and sentiment analysis within social media conversations.
B. Configuring automated notifications and alerts for high-priority mentions and potentially escalating trends.
C. Training agents on using the social media listening tool to effectively engage with customers and address concerns.
D. All of the above, contributing to a proactive and efficient approach to managing customer sentiment on social media.

Answer: D

Explanation:
Reference: Salesforce Social Studio

NEW QUESTION 155

The customer wants to track agent performance and customer satisfaction. Which functionality provides valuable insights?

A. Field History Tracking
B. Reports & Dashboards
C. Einstein Discovery
D. Process Builder

Answer: B

Explanation:
Reports and Dashboards in Salesforce provide comprehensive insights into agent performance and customer satisfaction. They enable organizations to create detailed reports and visualize data through customizable dashboards, which helps in monitoring key performance indicators (KPIs) and trends. This functionality supports decision-making by providing real-time data analysis, aiding in the improvement of agent performance and the enhancement of customer satisfaction levels.
References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION 160

The consultant should recommend UC configure the solution by setting up the organization's default business hours and creating an escalation rule where the case matches the criteria associated with different business hours.
An administrator has activated Omni-Channel routing on a queue for the first time. However, agents are not seeing the work that was already in the queue
What is the reason for the work that was already in the queue not being pushed to agents?

A. Records that exist in a queue prior to Omni-Channel routing activation will not be pushed to an agent.

B. The Apply to existing records in queue option was not selected.
C. The type of work that was in the queue is not in the Selected Objects list on the queue under Supported Objects

Answer: A

Explanation:
 When Omni-Channel routing is activated on a queue for the first time, existing records in that queue will not automatically be pushed to agents. This is because Omni-Channel only starts routing work items that arrive in the queue after its activation. Any work that was already in the queue prior to enabling Omni-Channel will need to be manually reassigned or triggered to enter the Omni-Channel routing process. References:
https://help.salesforce.com/articleView?id=sf.omnichannel_faq.htm

NEW QUESTION 162
To ensure a successful digital transformation with a multi-channel strategy, engaging the right stakeholders during the discovery phase is crucial. Here's the breakdown of the options and why the most suitable choice is: Option 3: VP of Customer Experience; VP of Service; IT Leadership.
Which set of key performance indicators (KPIs) should the consultant ..to measure the success of contact center implementation?

A. Average response time, cost per call, deflection rate, and employee training lime
B. Revenue growth number of repeat customers, net promoter source, and employer le
C. Average handling time, number of calls answered, customer satisfaction an training time

Answer: C

Explanation:
 To ensure that temporary agents possess skillsets nearly equivalent to permanent staff, it's crucial to engage with training specialists, service agents, temporary agent leadership, and the Salesforce administrator during the discovery phase. These stakeholders can provide insights into the specific skills and knowledge required, the effectiveness of existing training programs, and the adaptability of the Salesforce environment to support the training and integration of temporary agents. Engaging these stakeholders helps in developing a comprehensive training plan that ensures temporary agents are well-prepared and skilled.
Reference: Salesforce Training and Support

NEW QUESTION 163
The environments that should have a two-way deployment connection in this scenario are Test Sandbox and Production Org.
Which requirement needs to be met to perform a quick deployment for change sets or Metadata API components without testing the full deployment?

A. Each class and trigger that was deployed is covered by at least 75% jointly
B. Tests in the org or al local tests are run and Apex trigger have some coverage
C. Components have been validated successful for the target event within least 70 days

Answer: A

Explanation:
Reference: Salesforce Deployment Considerations

NEW QUESTION 165
Your customer wants to personalize customer interactions based on past purchase history. How can you leverage future functionality?

A. Introduce pre-built Knowledge Base articles recommending relevant products based on purchase history.
B. Integrate with the CRM system to access customer data and personalize case handling approaches.
C. Utilize AI-powered case deflection tools to suggest personalized offers and upsell opportunities.
D. Implement dynamic routing based on purchase history to connect customers with appropriate agents.

Answer: B

Explanation:
Integrating with the CRM system to access detailed customer data allows for the personalization of customer interactions based on past purchase history. This integration
enables contact center agents to view customer profiles, previous interactions, and purchase history directly within their workflow, allowing them to tailor their communication and recommendations based on individual customer needs and preferences. This approach enhances customer satisfaction by making interactions more relevant and engaging.
References: https://help.salesforce.com/articleView?id=integrate_what_is_integration.htm

NEW QUESTION 166
You??re validating performance requirements for the deployed system. Which tool helps assess system responsiveness and handle load testing?

A. Analyzing system logs and resource utilization data to identify performance bottlenecks and resource constraints.
B. Utilizing performance testing tools to simulate user activity and analyze response times, throughput, and stability under load.
C. Monitoring agent feedback and user experience reports for any performance issues or service delays after deployment.
D. All of the above, providing a holistic view of system performance and adherence to defined responsiveness and load handling requirements.

Answer: D

Explanation:
 Assessing system performance and responsiveness involves various tools and approaches:A. Analyzing system logs and resource utilization data helps identify performance bottlenecks.B. Utilizing performance testing tools to simulate user activity enables evaluation of system response times and stability under various load conditions.C. Monitoring agent feedback and user experience reports provides insights into real-world performance issues post-deployment.These combined approaches offer a comprehensive evaluation of the system's performance, ensuring it meets the required standards for responsiveness and load handling.
References: https://help.salesforce.com/articleView?id=sf.performance_test.htm

NEW QUESTION 170
The company desires to monitor its adherence to service level agreements (SLAs). Which KPI is crucial for this purpose?

A. Case Backlog Volume
B. Average Time to Answer (ATA)
C. SLA Adherence Rate
D. Number of Overdue Cases

Answer: C

Explanation:
The SLA Adherence Rate is crucial for monitoring adherence to service level agreements (SLAs). This KPI measures the percentage of cases or inquiries resolved within the timeframes stipulated in the SLAs, providing a direct indicator of the contact center's compliance with agreed service standards. High SLA adherence rates indicate effective management and operational efficiency, essential for maintaining customer satisfaction and trust.
References: https://help.salesforce.com/articleView?id=custom_reports_dashboards.htm

NEW QUESTION 171
Your design includes assigning cases based on skill sets and urgency. Which feature facilitates this?

A. Case Assignment Rules defining criteria for routing cases to specific queues or agents.
B. Process Builder sequences triggering automated case creation and assignment based on data triggers.
C. Escalation Rules automatically escalating cases based on time-to-resolution or urgency criteria.
D. All of the above, working together for dynamic case assignment and escalation based on context and priority.

Answer: D

Explanation:
Reference: Salesforce Case Management

NEW QUESTION 176
The customer needs a single view of customer interactions across all channels. Which functionality best addresses this?

A. Omni-Channel Routing
B. Case Management
C. Einstein Bots
D. Customer Community

Answer: B

Explanation:
Reference: Salesforce Case Management

NEW QUESTION 181
Your KPIs include measuring agent utilization rates. Which metric best reflects this?

A. Number of cases handled by an agent during a specific period.
B. Agent login duration divided by the total active work time on cases or chats.
C. Time spent by an agent on various activities throughout the workday.
D. All of the above, depending on the desired scope and granularity of agent utilization measurement.

Answer: D

Explanation:
Reference: Salesforce Performance Management

NEW QUESTION 183
The consultant should use the Data Loader to migrate 100,000 historic cases from a legacy system to Salesforce.
A consultant has noticed that agents always open the contact record first when they are routed a new Email-to-Case before they do anything else What should the consultant set up to make this more efficient for agents?

A. Edit the Case page layout to embed the Contact Details component on the Case page Pop action
B. Edit the Navigation rules for the app that the agents use to set Case as a subtab of Contact
C. Create an Omni-Channel flow that adds Contact as the focused record using the Configure Screen

Answer: B

Explanation:
To make the process more efficient for agents who routinely access contact records first when routed a new Email-to-Case, the consultant should edit the navigation rules for the app that the agents use to set Case as a subtab of Contact. This adjustment optimizes the user interface by ensuring that when a case is opened, the associated contact record automatically appears as a subtab. This setup reduces the number of clicks needed to access relevant contact details, streamlining the workflow and saving time for agents. This method leverages the Salesforce Lightning Experience's capability to configure tab settings and navigation rules, enhancing the user experience and efficiency.
Reference: Configure Navigation Rules in Salesforce

NEW QUESTION 186
Your requirements include chatbot integration for self-service support. Which Salesforce platform facilitates this?

A. Einstein Bots with natural language processing and conversational AI capabilities.
B. Flow Builder with chatbot elements for building conversational interfaces within flows.
C. Lightning Web Components for developing custom chatbot interfaces integrated with Salesforce.
D. All of the above, providing various options for building and integrating chatbots into your self-service experience.

Answer: D

Explanation:
Reference: Salesforce Einstein Bots

NEW QUESTION 190
Your KPI requirements include measuring average handle time (AHT) for chat interactions. Which metric best reflects this?

A. Number of chat sessions handled by agents.
B. Total chat session duration divided by the number of sessions.
C. Time spent by agents actively engaged in chat sessions.
D. All of the above, depending on the desired AHT calculation scope and inclusivity.

Answer: D

Explanation:
Reference: Salesforce Metrics and Performance Measurement

NEW QUESTION 195
Your customer has a small-scale implementation with a tight timeline. Which release strategy best suits this scenario?

A. Big bang deployment with all features rolled out simultaneously.
B. Phased approach with incremental releases and controlled rollouts.
C. Pilot deployment with a limited user group for initial testing and feedback.
D. Continuous integration and continuous delivery (CI/CD) for rapid iterative updates.

Answer: C

Explanation:
Reference: Salesforce Documentation on Implementation Strategies

NEW QUESTION 198
To validate email deliverability, you need to test spam filters and blacklists. Which tool helps with this process?

A. Email testing services like Mail Tester and GlockApps for analyzing email content and predicting spam filter activation.
B. Monitoring email logs and delivery reports within Salesforce for identifying blocked or bounced emails.
C. Configuring SPF, DKIM, and DMARC authentication protocols to improve email deliverability reputation.

Answer: A

Explanation:
To validate email deliverability, especially in terms of avoiding spam filters and blacklists, using email testing services is highly effective: A. Email testing services like Mail Tester and GlockApps analyze email content, simulate sending to major email providers, and report on elements that could trigger spam filters. These services provide
actionable insights that can help in adjusting email content and settings to improve deliverability.
While B and C are valuable for overall email deliverability management, they do not specifically provide testing or simulation of spam filter activation, which is crucial for proactive deliverability testing.
For more on improving email deliverability with Salesforce, including the use of testing tools, you can visit:https://developer.salesforce.com/

NEW QUESTION 202
Validating Contact Center metrics involves verifying data accuracy and interpretation. Which tool helps with data quality checks?

A. Salesforce Data Loader for bulk data imports and basic field validation.
B. Data Quality Rules within Salesforce highlighting missing information and formatting inconsistencies.
C. Einstein Anomaly Detection identifying unusual patterns and potential data inaccuracies within metrics.
D. All of the above, offering various options for ensuring data quality and reliable metric interpretation.

Answer: D

Explanation:
Validating data quality and the accuracy of Contact Center metrics involves multiple tools and approaches:A. Salesforce Data Loader can be used for bulk data imports and performing basic field validations.B. Data Quality Rules help highlight missing information and formatting inconsistencies within Salesforce.C. Einstein Anomaly Detection tools identify unusual patterns that may indicate data inaccuracies.Employing these tools collectively enhances the reliability of data and the accuracy of metric interpretation across the Contact Center.
References: https://help.salesforce.com/articleView?id=sf.data_quality.htm

NEW QUESTION 204
Your scenario involves upgrading a legacy reporting system to a new Contact Center analytics platform. Which cut-over requirement helps maintain continuity and user familiarity?

A. Mapping existing reports and dashboards to the new platform with similar layouts and visualizations.
B. Providing comprehensive training on the new platform??s features and functionalities for report creation and analysis.

C. Importing historical data from the legacy system for ongoing trend analysis and comparison with new data.
D. All of the above, contributing to a smooth transition and minimizing disruption for users accustomed to the old system.

Answer: D

Explanation:

Reference: Salesforce Data and Analytics Migration Best Practices

NEW QUESTION 205
The customer lacks advanced AI capabilities for case deflection. Which AppExchange solution could be a good fit?

A. LiveChat
B. Einstein Bots
C. Salesforce Flow
D. DocuSign

Answer: B

Explanation:

 Einstein Bots, available on the Salesforce AppExchange, are an excellent solution for organizations lacking advanced AI capabilities for case deflection. These bots use artificial intelligence to automate responses to common customer inquiries and can be integrated seamlessly into Salesforce systems. They help deflect routine cases by providing immediate answers to customers, reducing the load on human agents and improving overall efficiency.
References: https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000EcsZ0UAJ

NEW QUESTION 210
The reason why the work that was already in the queue is not being pushed to agents is: The "Apply to existing records in queue" option was not selected.
At Ursa Major Solar, customer service agents follow a case close process to ensure a summary is provided of the customer's question and the provided answer
What should a consultant propose to improve this process so that these summaries make solving future customer cases more efficient?

A. Use Salesforce Knowledge to store questions and answers so agents can easily reproduce the same answer for similar questions
B. A Use Slack to allow agents to share best practices in responding to customer questions
C. Use Quick Text to allow agents to create personal Quick Texts for answers they alternate

Answer: A

Explanation:

 To improve the case close process at Ursa Major Solar and make solving future customer cases more efficient, a consultant should propose using Salesforce Knowledge. By storing summarized questions and answers in Salesforce Knowledge, agents can quickly access and reuse this information for similar future inquiries. This approach not only saves time but also promotes consistency in customer responses and enhances the overall quality of support.
References: https://help.salesforce.com/articleView?id=sf.knowledge_create_articles.htm

NEW QUESTION 212
You need to configure self-service knowledge base articles. Which Salesforce feature facilitates this?

A. Salesforce Knowledge articles with categorization and tagging for easy customer search.
B. Web-to-Case forms allowing customers to submit inquiries directly from the knowledge base.
C. Einstein Search for intelligent article recommendations based on customer keywords and context.
D. All of the above, promoting a comprehensive and user-friendly self-service knowledge base experience.

Answer: D

Explanation:

 Configuring a self-service knowledge base effectively involves multiple Salesforce features: A. Salesforce Knowledge provides articles that can be easily categorized and tagged for customer searches. B. Web-to-Case forms allow customers to submit inquiries directly if articles do not resolve their issues. C. Einstein Search enhances the experience by offering intelligent article recommendations based on customer inputs. These features together create a robust, user-friendly self-service knowledge base, promoting efficient customer self-help and satisfaction.
References: https://help.salesforce.com/articleView?id=sf.knowledge_manage_articles.htm

NEW QUESTION 213
You need to migrate both active and historical customer data. Which migration approach balances efficiency and minimal disruption?

A. Full cutover migration transferring all data at once, followed by system downtime for configuration.
B. Phased migration migrating specific data subsets in stages to minimize service interruption.
C. Incremental migration continuously syncing updates from legacy systems to Salesforce for real-time data consistency.
D. Pilot migration testing the process with a small data sample before large-scale migration commences.

Answer: B

Explanation:

A phased migration approach, where specific subsets of data (both active and historical customer data) are migrated in stages, balances efficiency and minimal disruption. This strategy allows continuous operation of both legacy and new systems during the transition phase, minimizing downtime and service interruptions. It also provides opportunities to address issues on a smaller scale before they affect the entire dataset.
References: https://help.salesforce.com/articleView?id=data_migration_strategies.htm

NEW QUESTION 214
Your design includes integrating WhatsApp Business for customer communication. Which tool facilitates this?

A. Salesforce Social Studio with connectors for managing various social media and messaging platforms.
B. Custom Apex code developed to connect Salesforce with the WhatsApp Business API.
C. Flow Builder with pre-built templates for configuring messaging channel interactions and automation.
D. Omni-Channel routing rules directing incoming WhatsApp messages to appropriate agents based on content and skills.

Answer: B

Explanation:
 Integrating WhatsApp Business for customer communication in Salesforce typically requires custom Apex code development. This approach involves programming Apex to interact with the WhatsApp Business API, facilitating seamless data exchange and communication management. Custom code allows for tailored workflows and integrations that align precisely with business requirements, ensuring efficient and effective customer interactions through WhatsApp.
References: https://developer.salesforce.com/docs/atlas.en- us.apexcode.meta/apexcode/apex_intro.htm

NEW QUESTION 217
You need to validate bot security and data privacy compliance. Which tool helps with this?

A. Salesforce Security Review tool providing insights into potential security vulnerabilities within your bot configuration.
B. Data Loss Prevention (DLP) policies defining rules for sensitive data handling and preventing unauthorized access.
C. User Role Hierarchy and Field Level Security ensuring appropriate access restrictions based on user profiles.
D. All of the above, working together to secure bot interactions and ensure data privacy compliance.

Answer: D

Explanation:
Reference: Salesforce Security Resources Top of Form

NEW QUESTION 221
You need to identify trends and patterns within Contact Center metrics. Which tool offers the most advanced data analysis capabilities?

A. Salesforce Reporting with basic filters and data grouping for analysis.
B. Omni-Channel dashboards providing real-time insights and basic trend visualization.
C. Einstein Analytics with advanced data blending, predictive modeling, and visual storytelling capabilities.
D. All of the above, depending on the desired level of data exploration, predictive insights, and visual representations.

Answer: D

Explanation:
Reference: Einstein Analytics

NEW QUESTION 223
The customer wants to track metrics across different case types and channels. Which reporting element helps with data standardization and analysis?

A. Develop custom reports with unique data models for each case type and channel.
B. Utilize standard case fields and reporting tools to categorize and analyze data across the board.
C. Implement separate dashboards for each channel and case type with customized metrics.
D. Employ third-party analytics tools with independent data structures and visualizations.

Answer: B

Explanation:
Reference: Salesforce Documentation on Reports and Dashboards

NEW QUESTION 227
You??re given a list of project requirements including specific agent skill sets for case routing. Which tool helps validate this requirement is met within the deployed system?

A. Manual testing by assigning cases to agents and verifying routing based on pre-defined skill sets.
B. Utilizing Process Builder workflows and Flow triggers to trace case routing logic and confirm alignment with required skill sets.
C. Running Case Assignment Rule reports and analyzing data to ensure cases are routed to agents with matching skills.
D. All of the above, combined for a comprehensive validation of case routing logic and adherence to defined agent skill sets.

Answer: D

Explanation:
Reference: Salesforce Case Assignment and RoutingQUESTION NO: 126

NEW QUESTION 230
The required configurations for the client's requirements are:
Business Hours active, Omni-Channel Queue or Flow, Estimated Wait Time active, and Business Hours added to the Embedded Deployment.
A consultant learns that their client receives thousands of emails a week to the contact center, which contain many PDF files, In general, the email communication back and forth with the customer is high. They do not want to duplicate the PDFs every time a new email??s received in the same email thread.
When designing the solution, the consultant considers the Eliminate duplicate email attachments setting in Email-to-Case to meet the requirement.
How should the PDFs be processed by Salesforce to comply with the Eliminate duplicate email attachments setting?

A. Attachments
B. Salesforce Files
C. Custom file storage solution

Answer: B

Explanation:
 To comply with the "Eliminate duplicate email attachments" setting in Email- to-Case, PDFs should be processed as Salesforce Files. Salesforce Files offers more advanced management capabilities, including deduplication, sharing, and security options compared to traditional attachments. This approach will prevent duplication of PDF files every time a new email is received in the same email thread, thereby optimizing storage and managing files more efficiently within the platform.
References: https://help.salesforce.com/articleView?id=sf.email_to_case_best_practices.htm

NEW QUESTION 233
You need to test email responsiveness on different devices. Which platform facilitates multi-device testing?

A. Salesforce Inbox previewing emails on desktop and mobile versions.
B. Developer tools in web browsers for inspecting email rendering on various devices.
C. Sending test emails to personal accounts with different devices and platforms.
D. Utilizing Email Preview tool in Salesforce Marketing Cloud for cross-device rendering checks.

Answer: D

Explanation:
Reference: Salesforce Marketing Cloud Email Studio

NEW QUESTION 235
Ursa Major Solar will use Data Loader for data migration of closed cases because of large amount of data
What does a consultant need to keep in mind while using data loader?

A. Automated processes are executed by default
B. Automated processes are not executed
C. Only Apex triggers are executed

Answer: B

Explanation:
Reference: Salesforce Data Loader Guide

NEW QUESTION 237
Your design includes email auto-replies for initial case acknowledgements. Which tool facilitates automated responses?

A. Workflow Rules with email action steps triggered by case creation events.
B. Process Builder sequences defining auto-reply steps and dynamic content insertion.
C. Entitlement Email Templates configured with automatic responses based on service level agreements.
D. Einstein Bots configured to send auto-replies and collect initial information from customers via email.

Answer: A

Explanation:
Reference: Salesforce Workflow and Approvals

NEW QUESTION 239
Your data includes sensitive customer information. Which security mechanism protects data during migration?

A. Data encryption at rest and in transit via SSL/TLS protocols.
B. User permissions and field-level security restricting access to sensitive data within Salesforce.
C. Data anonymization or pseudonymization masking sensitive information during migration and storage.
D. All of the above, forming a multi-layered approach to data security during and after migration.

Answer: D

Explanation:
Ensuring the security of sensitive customer data during migration requires a multi-layered approach. Data encryption both at rest and in transit, via SSL/TLS protocols, ensures the data is protected against unauthorized access during transfer. User permissions and field- level security within Salesforce restrict access to sensitive data. Data anonymization or pseudonymization techniques mask sensitive information, providing additional privacy. "D. All of the above, forming a multi-layered approach to data security during and after migration" offers comprehensive protection for sensitive data throughout the migration process.Reference: Salesforce Data Security

NEW QUESTION 244
The customer wants automated case escalation based on specific criteria. Which data model element plays a key role?

A. Custom fields capturing escalation triggers like priority or SLA breaches.
B. Workflow Rules configured with escalation steps and case field conditions.
C. Process Builder sequences defining escalation actions and notifications.
D. Entitlements specifying service level agreements and associated escalation rules.

Answer: D

Explanation:
Reference: Salesforce Documentation on Entitlements

NEW QUESTION 245
You need to configure dashboards and reports for KPI visualization. Which platform offers the most flexibility?

A. Einstein Analytics with customizable dashboards and visual data storytelling capabilities.
B. Salesforce Reporting tools for generating detailed reports and data analysis.
C. Omni-Channel dashboards providing real-time insights into agent activity and queue metrics.
D. All of the above, depending on the desired level of detail, visual representation, and data access.

Answer: D

Explanation:
Promoting awareness and utilization of a new knowledge base for self-service customer support involves several strategies: A. Integrating knowledge base articles within chat conversations and case workflows enhances relevance and timely assistance. B. Providing prominent access points across customer-facing channels ensures that customers can easily find and use the knowledge base. C. Conducting user training and awareness campaigns increases familiarity with the knowledge base's features and benefits. Implementing all these approaches simultaneously offers a comprehensive strategy to maximize adoption and effectiveness of the new resource.
References: https://help.salesforce.com/articleView?id=sf.knowledge_create_articles.htm

NEW QUESTION 249
While the listed features each serve a purpose, the most suitable choice for Ursa Major Solar's goal of connecting customers with subject-matter experts (SMEs) for real-time, detailed discussions is Experience Site with integrated Live Agent Chat or Messaging for Web.
A consultant is preparing post-implementation training material for the agents and supervisors in an environment that uses Service Cloud Voice with Amazon Connect. Supervisors need to track key performance indicators (KPIs), such as calls answered. average handle time, and average speed to answer.
Where should the consultant point supervisors to track these KPIs?

A. Omni Supervisor Console and Amazon Supervisor Dashboard
B. Service Cloud Voice Analytics App and Omni Supervisor Console
C. Service Cloud Voice Analytics App and Amazon Supervisor Dashboard

Answer: B

Explanation:
For supervisors needing to track key performance indicators (KPIs) such as calls answered, average handle time, and average speed to answer in an environment using Service Cloud Voice with Amazon Connect, the optimal tools are the Service Cloud Voice Analytics App and the Omni Supervisor Console. The Service Cloud Voice Analytics App provides detailed analytics and visualizations specific to voice interactions, offering insights into call volumes, handle times, and service levels. The Omni Supervisor Console complements this by offering real-time monitoring of agent activity and queue statistics, enabling supervisors to manage and optimize agent productivity and response times effectively.
Reference: Service Cloud Voice Analytics

NEW QUESTION 250
You??re migrating historical call recordings to Salesforce. Which storage option provides secure and scalable access?

A. File attachments within Salesforce case records.
B. External cloud storage with Salesforce integration.
C. Salesforce Content Management System (CMS) for document and asset management.
D. Salesforce Platform Events or Queues for real-time data streaming and storage.

Answer: B

Explanation:
Reference: Salesforce Files and Content Management

NEW QUESTION 251
The customer requests ongoing support and maintenance after the rollout. Which element should be included in the plan?

A. Establishing a support channel for reporting issues and troubleshooting technical problems.
B. Providing regular system updates and patches to address bugs and improve performance.
C. Conducting periodic user training sessions to familiarize users with new features and updates.

Answer: C

Explanation:
To ensure effective ongoing support and maintenance after the rollout of a Salesforce project, all the elements listed are essential: A. Establishing a support channel is crucial for a responsive troubleshooting and issue-reporting mechanism. B. Regular system updates and patches are necessary to maintain system health and performance, ensuring that bugs are fixed and improvements are implemented regularly. C. Periodic user training sessions help users stay up-to-date with new features and updates, which is essential for maximizing the adoption and utility of the system.
Collectively, these elements create a robust support structure that facilitates continuous improvement and user engagement. Salesforce offers guidance on establishing these elements in their best practices for system maintenance and user training.
More about ongoing support and maintenance best practices can be found here:https://admin.salesforce.com/

NEW QUESTION 254
You??re validating data cleansing requirements for case migration. Which step helps identify and handle duplicate entries?

A. Matching and merging customer records based on email addresses or phone numbers to eliminate duplicates.
B. Utilizing data quality rules and duplicate detection tools to flag potential duplicate case records for review and correction.
C. Manually comparing case details and identifying duplicates for removal or merging before data migration.
D. All of the above, depending on the complexity and desired level of automation for duplicate case handling.

Answer: D

Explanation:
Reference: Salesforce Data Management

NEW QUESTION 259
Your scenario involves migrating to a new chat platform integrated with Salesforce. Which deployment process best facilitates transition with minimal downtime?

A. Phased deployment migrating agents and customer access in groups to minimize service interruption.
B. Parallel deployment running both platforms simultaneously until full migration to the new system.
C. Cutover deployment with a temporary system switch during scheduled maintenance time for minimal disruption.
D. All of the above, depending on the platform integration complexity and desired downtime window.

Answer: D

Explanation:
Transitioning to a new chat platform integrated with Salesforce can be effectively managed through various deployment strategies, each suitable based on the specific scenario: A. Phased deployment gradually transitions agents and customers, minimizing disruption. B. Parallel deployment allows running both the old and new platforms simultaneously to ensure continuous service. C. Cutover deployment switches systems during a planned downtime, which is typically scheduled for low-usage times. Selecting the appropriate method depends on factors like the complexity of integration and the organization's tolerance for downtime.
References: https://help.salesforce.com/articleView?id=sf.deployment_best_practices.htm

NEW QUESTION 262
Your customer expects high call volume during peak hours. Which solution best ensures contact center scalability?

A. Implement custom Apex code for routing and case management.
B. Configure multiple queues and leverage Omni-Channel Routing for dynamic agent availability.
C. Utilize a third-party call center solution integrated with Salesforce.
D. Increase agent resources without considering automation or process optimization.

Answer: B

Explanation:
Configuring multiple queues and leveraging Omni-Channel Routing ensures scalability and efficiency, especially during peak hours in a contact center. Omni-Channel Routing automatically distributes incoming work to agents based on availability and skill set, allowing for dynamic management of high call volumes. This solution supports the scalability of the contact center by optimizing the allocation of resources and reducing wait times for customers.
References: https://help.salesforce.com/articleView?id=omnichannel_routing.htm

NEW QUESTION 264
The release plan includes automated regression testing. What is the primary benefit of this approach?

A. Identifying new functionalities and features introduced during development.
B. Ensuring existing functionalities and integrations continue to function properly after updates.
C. Reducing manual testing efforts and streamlining the release process.
D. All of the above, offering comprehensive validation and optimizing release efficiency.

Answer: D

Explanation:
Reference: Salesforce Automated Testing

NEW QUESTION 266
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