



# Free Questions for **Salesforce-Contact-Center** by **dumpssheet**

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# Question 1

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**Question Type:** MultipleChoice

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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

## Options:

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- A- Facebook Messenger
- B- Messaging for Web
- C- SMS

## Answer:

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C

## Explanation:

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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.

## Question 2

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**Question Type: MultipleChoice**

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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?

**Options:**

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A- Broadcast Alert

B- Broadcast Site Banner

C- Broadcast Email

**Answer:**

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A

**Explanation:**

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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.

## Question 3

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**Question Type:** MultipleChoice

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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?

### Options:

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

### Answer:

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A

### Explanation:

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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.

## Question 4

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**Question Type:** MultipleChoice

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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 the Engagement upgrade project.

For which channels can UMS implement this?

### Options:

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**A-** SMS Messaging

**B-** Facebook Messenger

**C-** Messaging for In-App

**Answer:**

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A, B, C

**Explanation:**

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Ursa Major Solar can implement customer push notifications across various channels including SMS Messaging, Facebook Messenger, and Messaging for In-App as part of their Customer Engagement upgrade project. These channels are supported by Salesforce's marketing and engagement tools, allowing for the delivery of timely and relevant notifications directly to customers' devices. Utilizing these channels for push notifications can enhance customer engagement by providing updates, promotions, and alerts that encourage interaction and improve customer experience. Reference: <https://www.salesforce.com/products/marketing-cloud/best-practices/push-notification-strategy/>

## Question 5

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**Question Type:** MultipleChoice

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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?

### Options:

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- 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 a call and put their status back to 'available' after wrapping up

### Answer:

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B

## Explanation:

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To address the issue of agents not having enough time to create summaries after phone calls in Service Cloud Voice, the After Conversation Work (ACW) component should be implemented. ACW provides a designated period after each call where agents are not assigned new calls, allowing them to complete necessary follow-up tasks such as summarizing the call. This helps in ensuring that comprehensive notes are taken, which are crucial for maintaining a detailed history of customer interactions and for providing context in future engagements. By using ACW, agents can focus on quality documentation without the pressure of immediate new call assignments. Reference: [https://help.salesforce.com/s/articleView?id=sf.voice\\_work.htm](https://help.salesforce.com/s/articleView?id=sf.voice_work.htm)

## Question 6

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### Question Type: MultipleChoice

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The consultant should suggest using a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword. This is the most effective approach to address the issue of long response times due to frequent case transfers.

A client wants to use structured content to provide a rich end user experience will consistency and faster service in their messaging channels.

The centipen Messaging for Web, Messaging for In-App, and Enhanced Facebook messaging

Which capability should a consultant recommend?

**Options:**

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- A- The Messaging for Agents guided flow in the Service Console
- B- Quick Texts for Messaging in the Service Console
- C- Interactive Messaging Components in the Service Connect

**Answer:**

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C

**Explanation:**

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For enhancing the end-user experience with structured content in messaging channels, the consultant should recommend using Interactive Messaging Components in the Service Connect. This capability allows the deployment of rich, interactive content such as menus, lists, and cards within the messaging interface, providing a dynamic and engaging user experience. Interactive Messaging Components enable customers to interact with automated flows that can handle inquiries and transactions without needing live agent intervention, thereby ensuring consistency and speeding up service delivery. This feature is especially effective in Messaging for Web, In-App, and Enhanced Facebook messaging environments where interactive engagements can significantly enhance user satisfaction and operational efficiency. Reference: <https://www.salesforce.com/products/service-cloud/features/>

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