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Question 1

Question Type: MultipleChoice

Universal Containers is initiating a program to improve customer satisfaction. As part of the program, customers must be surveyed after the case is closed to ensure the customer is satisfied and the issue has been resolved.

Which solution should a consultant recommend to meet this requirement?

Options:

- A-** Use auto-response rules to send an email to the customer.
- B-** Use Escalation Rules to assign the case to a case queue.
- C-** Use Flow Builder to send an email to the customer.

Answer:

C

Explanation:

To survey customers for satisfaction after case closure, utilizing Flow Builder to automate the sending of survey emails is recommended. This solution allows for the creation of a customized workflow that triggers an email survey to the customer once a case is marked as

closed, ensuring timely feedback collection and aiding in the continuous improvement of customer satisfaction.

Question 2

Question Type: MultipleChoice

A consultant has been hired to integrate a client's phone system with Salesforce.

What should the consultant consider using for this integration?

Options:

- A- Service Cloud Call Center
- B- Lightning Dialer
- C- Service Cloud Softphone Layout

Answer:

A

Explanation:

When integrating a client's phone system with Salesforce, using the Service Cloud Call Center (also known as Salesforce Call Center) is recommended. This feature facilitates the integration of telephony systems with Salesforce, enabling agents to manage calls directly within the Service Cloud interface, enhancing efficiency and providing a unified customer service experience.

Question 3

Question Type: MultipleChoice

Universal Containers is training a new set of service agents. Part of the training includes handling messaging from customers.

However, it is important that contact center managers monitor the messaging sessions to ensure the service agents' responses are professional and accurate and that the managers are able to assist when needed.

Which Lightning Console feature should a consultant configure to support this need?

Options:

A- Chat Supervisor tab and Whisper Messages

B- Incident Management tab and Whisper Messages

C- Omni-Channel Supervisor and Whisper Messages

Answer:

C

Explanation:

To enable contact center managers to monitor messaging sessions and provide guidance to service agents, configuring the Omni-Channel Supervisor feature along with Whisper Messages is recommended. This setup allows managers to oversee agent-customer interactions in real-time and offer discreet advice to agents during messaging sessions, ensuring professionalism and accuracy in responses.

Question 4

Question Type: MultipleChoice

Universal Containers (UC) is ramping up its Knowledge program. UC has a robust analytics team that would like to report on trends in Knowledge Searching, User Activity, and Data Category Usage.

Which reporting solution should a consultant recommend?

Options:

- A- Custom Report Types with Reports and Dashboards
- B- Knowledge Base Reports and Dashboard Package Installation
- C- Knowledge Dashboard Pack for CRM Analytics Installation

Answer:

B

Explanation:

For Universal Containers to report on trends in Knowledge Searching, User Activity, and Data Category Usage, installing the Knowledge Base Reports and Dashboard package is recommended. This package provides pre-built reports and dashboards specifically designed for analyzing Knowledge usage and performance, enabling UC's analytics team to gain insights into Knowledge program effectiveness.

Question 5

Question Type: MultipleChoice

Universal Containers wants to reduce the amount of time support agents spend creating cases. Case creation must scale up to 5,000 new cases per day and allow file attachments under 10 MB by the customer.

Which feature should the consultant suggest?

Options:

A- Web-to-Case

B- On-Demand Email-to-Case

C- Email-to-Case

Answer:

A

Explanation:

For handling up to 5,000 new cases per day with the capability for customers to attach files under 10 MB, Web-to-Case is the recommended feature. This allows customers to submit cases directly through a web form, including file attachments, efficiently scaling case creation capabilities while reducing the workload on support agents.

Question 6

Question Type: MultipleChoice

A recent review of customer satisfaction surveys revealed that the support center does a poor job of upselling new products to customers. Customers report dissatisfaction when calling for service issues and receiving a sales pitch instead. However, customers that have been upsold new products are two times more likely to remain a customer.

What is the recommended method to ensure upselling only occurs when customers are likely to be receptive to the offer?

Options:

- A- Einstein Next Best Action
- B- Service Analytics Predictions
- C- Visual Remote Assistant

Answer:

A

Explanation:

To ensure upselling occurs only when customers are likely to be receptive, implementing Einstein Next Best Action is recommended. This tool uses AI to suggest the most appropriate actions or offers to service agents based on customer context and interaction history, increasing the likelihood of a positive response to upselling efforts while maintaining customer satisfaction.

Question 7

Question Type: MultipleChoice

Universal Containers (UC) wants to implement Service Cloud using Agile methodology.

How should the consultant recommend delivering a successful implementation?

Options:

- A-** Generate continuous feedback from the project team, and adjust the requirements and deliverables accordingly.
- B-** Generate all of the requirements with UC executives and then develop the project schedule.
- C-** Finish all of the project requirements at once and deliver a complete solution.

Answer:

A

Explanation:

For a successful implementation of Service Cloud using Agile methodology, generating continuous feedback from the project team and making iterative adjustments to requirements and deliverables is crucial. This approach ensures that the project remains aligned with client needs and can adapt to changes or new insights as the implementation progresses.

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