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Question 1

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 2

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 3

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 4

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 5

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 6

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.

Question 7

Question Type: MultipleChoice

Universal Containers has recently implemented Chat and is looking for recommendations about how to improve agents' ability to find the appropriate answer while chatting with customers.

What should a consultant recommend to meet this requirement?

Options:

- A- Einstein Reply Recommendations
- B- Einstein Article Recommendations
- C- Action & Recommendations component

Answer:

B

Explanation:

To improve agents' ability to find appropriate answers during chat sessions with customers, implementing Einstein Article Recommendations is recommended. This feature uses AI to suggest relevant Knowledge articles to agents based on the context of the chat, enhancing the efficiency of information retrieval and the quality of customer support.

Question 8

Question Type: MultipleChoice

Cloud Kicks provides phone support to customers using the Service Cloud Voice Dialer. Once a call completes, support agents often need to send a follow-up email or finalize case notes. CK wants to get insight about agent efficiency.

Which metric should a consultant recommend to track the efficiency of individual agents?

Options:

- A-** Total Emails Sent
- B-** Call Abandonment
- C-** After Conversation Work Time

Answer:

C

Explanation:

To track the efficiency of individual agents using the Service Cloud Voice Dialer, focusing on the 'After Conversation Work Time' metric is recommended. This metric measures the time spent by agents on follow-up tasks after a call has ended, providing insights into how efficiently agents manage their post-call responsibilities and contributing to an overall understanding of agent productivity.

Question 9

Question Type: MultipleChoice

Universal Containers needs to provide contact center agents with access to a customer's payment history if the call concerns a billing problem. The following considerations need to be taken into account:

- * Billing data is stored in an external system containing over 20 million records.
- * Only the finance department has direct access to the billing system.

Which solution should a consultant recommend?

Options:

- A- Create a custom tab that displays a search page from the billing system.
- B- Integrate payment data into Salesforce from the billing system using custom objects.
- C- Configure Salesforce Connect and External Objects to the billing system.

Answer:

C

Explanation:

To provide contact center agents with access to a customer's payment history from an external billing system, configuring Salesforce Connect to integrate External Objects is advised. This solution enables real-time access to billing data directly within Salesforce, eliminating the need for direct access to the external system and streamlining the process for agents handling billing-related inquiries.

Question 10

Question Type: MultipleChoice

Service agents have reported that the Lightning Service Console is too crowded which makes it difficult to find the information they need. After reviewing the agents' console use, a consultant has determined that all configured features are required.

Given this scenario, which solution should a consultant suggest to improve the efficiency for console users?

Options:

- A- Train on keyboard shortcuts.
- B- Prepare macros.
- C- Create multiple console layouts.

Answer:

C

Explanation:

Given that all features in the Lightning Service Console are required but users find it too crowded, creating multiple console layouts tailored to different user roles or tasks is recommended. This allows for the customization of the console's interface to display only the most relevant information and tools for each specific use case, improving efficiency and usability for console users.

Question 11

Question Type: MultipleChoice

Universal Containers (UC) wants to deploy Service Cloud to 100 contact centers located across North America, Europe, and Asia

a. UC wants standardized reporting across worldwide contact centers' key performance indicators (KPIs).

Which approach should a consultant recommend in this scenario?

Options:

- A- Assign a global team of experienced analysts to create a standard report template.
- B- Ask leadership, management, and agents in all regions to vote on the standard report template.
- C- Request that the VP of worldwide support design a standard report template to provide a clear vision,

Answer:

A

Explanation:

For Universal Containers to achieve standardized reporting across its worldwide contact centers, assembling a global team of experienced analysts to develop a standard report template is recommended. This approach ensures that the template reflects a comprehensive understanding of global KPIs, facilitating consistent performance measurement and comparison across all regions.

Question 12

Question Type: MultipleChoice

Cloud Kicks (CK) recently implemented Knowledge-Centered Support (KCS) to improve the expertise of its agents. The pilot focused on creating articles for the most common support topics. After the pilot, customer satisfaction has improved and average call time has decreased. To continue improving support key performance indicators (KPIs), CK wants to know where to focus its efforts next.

What should a consultant recommend that CK do next?

Options:

- A-** Allow agents to create and publish articles independently.
- B-** Use the Search Activity Gaps dashboard component.
- C-** Detach articles from cases to reset statistics.

Answer:

B

Explanation:

To continue improving support KPIs after implementing Knowledge-Centered Support (KCS), utilizing the Search Activity Gaps dashboard component is recommended. This tool helps identify topics for which customers are searching but not finding satisfactory answers, guiding CK's efforts in creating new or updating existing articles to address these gaps and further enhance customer satisfaction and support efficiency.

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