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# Question 1

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**Question Type:** MultipleChoice

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Which three record type options should an advisor configure for a Lead object configuration?

## Options:

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- A- Referral
- B- Opportunity
- C- General
- D- Adjustments
- E- Retirement Planning

## Answer:

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A, C, E

## Explanation:

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Record types are a way to categorize records in Salesforce based on different business processes or requirements. Record types can have different page layouts, picklist values, and business logic. For the Lead object, a financial services company can create different record types to capture different types of leads based on their source, interest, or qualification. Some examples of record types for the Lead object are:

**Referral:** This record type can be used to capture leads that are referred by existing clients or partners. Referral leads can have fields such as Referrer Name, Referrer Account, and Referral Type to track the source and nature of the referral.

**General:** This record type can be used to capture leads that are generated from general marketing campaigns or events. General leads can have fields such as Campaign Name, Campaign Source, and Lead Score to track the effectiveness and potential of the marketing efforts.

**Retirement Planning:** This record type can be used to capture leads that are interested in retirement planning services or products. Retirement planning leads can have fields such as Retirement Age, Retirement Goal, and Current Savings to assess the needs and suitability of the leads.

## Question 2

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**Question Type:** MultipleChoice

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During a project's design phase, a consultant must provide a Financial Services Cloud solution that can support Compliant Data Sharing (CDS). What are three things the consultant should consider regarding CDS?

## Options:

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- A-** Participant Roles provide another way to grant data access without overwriting sharing behavior from existing sharing features.
- B-** A financial services company wants to track different categories of financial accounts in its org. Relationship managers must be able to see all of these financial accounts in one place on the customer's Account record page grouped by categories. Which three steps should an administrator take to configure the Financial Account object and the Account Lightning record page to meet the design?
- C-** Compliance managers and Salesforce administrators can enable CDS for Account and Opportunity objects.
- D-** Role Hierarchy---based sharing is disabled by default in CDS.
- E-** In a standard Salesforce org, Role Hierarchy for Account and Opportunity objects is enabled by default and can't be turned off.

## Answer:

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A, C, D

## Explanation:

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Compliant Data Sharing (CDS) is a feature of Financial Services Cloud that allows granular control over access to sensitive data in Account and Opportunity objects. CDS can help financial services companies comply with regulations and policies that restrict data visibility based on user roles. Some considerations regarding CDS are:

Participant Roles provide another way to grant data access without overwriting sharing behavior from existing sharing features.

Participant Roles are custom objects that define the possible roles for users who need access to Account or Opportunity records. For

example, a Participant Role can be Advisor, Client, Specialist, or Decision Maker. Each Participant Role has an associated access level that determines what data fields the user can view or edit. For example, an Advisor can have full access to all fields, while a Client can have read-only access to some fields.

Compliance managers and Salesforce administrators can enable CDS for Account and Opportunity objects. CDS is not enabled by default in Financial Services Cloud. To enable CDS, compliance managers or administrators need to create an integration definition record for each object that they want to enable CDS for. An integration definition record specifies the object name, the field name that contains sensitive data (such as Notes), the field name that contains the record owner (such as OwnerId), and the field name that contains the record type (such as RecordTypeId).

Role Hierarchy---based sharing is disabled by default in CDS. Role Hierarchy is a feature of Salesforce that allows users to inherit access to records from their managers or peers in the role hierarchy. For example, if a user has access to an Account record, their manager also has access to that record by default. However, in CDS, role hierarchy---based sharing is disabled by default for Account and Opportunity objects. This means that users do not inherit access to records from their role hierarchy unless they are explicitly granted access through Participant Roles or other sharing features.

## Question 3

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**Question Type: MultipleChoice**

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A bank recently sold its wealth management division and wants to improve its customers' digital experience. The bank engaged Salesforce Professional Services to upgrade its existing Salesforce CRM to Financial Services Cloud and deliver its Bank of the Future vision.

Which three expected outcomes can serve as return on investment (ROI) justifications to the bank's chief financial officer (CFO) and investment committee?

### Options:

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- A-** Unify and improve team collaboration by sharing and managing customer leads and referrals across multiple lines of business at the bank to drive customers' financial needs and deepen client relationships.
- B-** Deliver connected and personalized digital experiences to the bank's customers thanks to a 360-degree view of its customer data consolidating multiple customer databases and sources from diverse channels at the bank.
- C-** Simplify the client onboarding process with proper tools to streamline customer discovery and internal reviews through renewal.
- D-** Manage policy holder's interactions with customer service agents intelligently through the underwriting process.
- E-** Modernize client-advisor experiences from engagement to relationship management to effectively drive long-term, trusted relationships.

### Answer:

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A, B, E

### Explanation:

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Unify and improve team collaboration by sharing and managing customer leads and referrals across multiple lines of business at the bank to drive customers' financial needs and deepen client relationships; Deliver connected and personalized digital experiences to the

bank's customers thanks to a 360-degree view of its customer data consolidating multiple customer databases and sources from diverse channels at the bank; Modernize client-advisor experiences from engagement to relationship management to effectively drive long-term, trusted relationships.

Financial Services Cloud is a platform that enables banks to deliver seamless and personalized customer experiences across multiple channels and devices. Financial Services Cloud can help banks achieve the following outcomes:

Unify and improve team collaboration by sharing and managing customer leads and referrals across multiple lines of business at the bank to drive customers' financial needs and deepen client relationships. Financial Services Cloud provides tools such as Lead Conversion, Referral Management, Relationship Groups, and Compliant Data Sharing to facilitate cross-team collaboration and coordination.

Deliver connected and personalized digital experiences to the bank's customers thanks to a 360-degree view of its customer data consolidating multiple customer databases and sources from diverse channels at the bank. Financial Services Cloud provides a unified data model that integrates customer data from various sources, such as core banking systems, online banking portals, mobile apps, social media, and third-party providers. Financial Services Cloud also provides features such as Customer Profile, Actionable Relationship Center, Interaction Summaries, and Einstein Analytics to provide a comprehensive and holistic view of the customer's financial situation, needs, preferences, and interactions.

Modernize client-advisor experiences from engagement to relationship management to effectively drive long-term, trusted relationships. Financial Services Cloud provides features such as Client Onboarding, Action Plans, Goals-Based Planning, Financial Accounts, Financial Deals, Next Best Action, and Einstein Bots to enable advisors to deliver proactive and personalized advice, recommendations, and solutions to their clients.

## Question 4

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**Question Type:** MultipleChoice

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A financial services company is migrating a legacy customer relationship management system to Financial Services Cloud (FSC). The company is requesting that its consulting partner introduce specific customer interaction features mapped to its business processes.

What should the consultant consider when introducing the FSC features?

### Options:

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- A-** If there is a business process for tracking the customer life events and milestones, and timely reminding of opportunities, the Action Plan component is recommended to use.
- B-** If there is a business process for limiting role-based data visibility, the Interaction Summaries component is recommended to use.
- C-** If there is a business process for taking detailed notes for client meetings and adding action items, the Action Plan component is recommended to use.
- D-** If there is a business process for showing common interests and needs across the company's clients, the Interaction Summaries component is recommended to use.

### Answer:

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C



## Explanation:

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Action Plans are a feature of Financial Services Cloud that allow users to create and execute repeatable tasks based on predefined templates. Action Plans can help streamline and standardize business processes, such as onboarding new clients, conducting annual reviews, or resolving service requests. Action Plans can also capture detailed notes for client meetings and add action items to follow up.

## Question 5

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### Question Type: MultipleChoice

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A bank needs help with many of its processes taking too long to complete. Many of its challenges are due to issues with handoffs between teams. The challenges also include users transferring control to the wrong person or team or forgetting to transfer it at all.

Which two Financial Services Cloud capabilities should help address these challenges?

### Options:

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**A-** Action Plans

**B-** Financial Accounts

**C-** Omni Scripts

**D-** Roll-up Summaries

**Answer:**

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A, C

**Explanation:**

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Action Plans are a feature of Financial Services Cloud that allow users to create and execute repeatable tasks based on predefined templates. Action Plans can help streamline and standardize business processes, such as onboarding new clients, conducting annual reviews, or resolving service requests. Action Plans can also assign tasks to different users or teams, set deadlines and priorities, and track progress and status.

Omni Scripts are a feature of Vlocity that allow users to create and run guided interactions based on predefined scripts. Omni Scripts can help automate and simplify complex workflows, such as opening new accounts, applying for loans, or updating personal information. Omni Scripts can also integrate with other systems, capture user inputs, perform calculations, and display dynamic content.

## Question 6

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**Question Type:** MultipleChoice

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How should developers configure customized nodes for display in the Actionable Relationship Center (ARC)?

**Options:**

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- A-** Reference the Lightning web component in the Display properties of the custom ARC relationship graph.
- B-** Select Use Flex Card from the node Display tab to show the node in a Flex Card
- C-** Reference the flex Card in the Display properties of the custom ARC relationship graph.
- D-** Select Omni Script from the node Actions tab to show the node in an Omni Script.

**Answer:**

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C

**Explanation:**

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A flex card is a Lightning web component that displays information about a node in the Actionable Relationship Center (ARC). A flex card can be customized to show different fields, actions, and related lists for different node types. Developers can reference the flex card in the Display properties of the custom ARC relationship graph to configure how each node is displayed in ARC.

## Question 7

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### Question Type: MultipleChoice

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An advisor is setting up a Household in Financial Services Cloud for their new clients, Oliver and Macie Dogging ton. The advisor created a Person Account record for both Oliver and Macie, and a Household record for the Dogging ton household. While creating the Household group, the advisor attempted to input the below information but received an error.

Member Name: Oliver Dogging ton

Role in Group: Client

Primary Member: Enabled

Primary Group: Enabled

Activities and Objects to Roll Up: All

Member Name: Macie Dogging ton

Role in Group: Spouse

Primary Member: Enabled

Primary Group: Enabled

Activities and Objects to Roll Up: All

Based on the information provided, what caused the error that the advisor received?

### **Options:**

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- A-** Primary Member - two individuals cannot be designated as the Primary Member of the same Household.
- B-** Spouse is not a valid Role within a Group.
- C-** Primary Group - two individuals cannot designate the same Household as their Primary Group.
- D-** Activities and Objects to Roll Up - two individuals cannot designate their activities to roll up to the same Household.

### **Answer:**

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A

### **Explanation:**

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A primary member is the person account who is the main contact for a household or a group. Only one person account can be the primary member of a household or a group. The primary member is also used to calculate rollups for the household or group, such as total assets, liabilities, net worth, and so on. The advisor should designate either Oliver or Macie as the primary member of the Doggington household, but not both.

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