

Salesforce

Exam Questions Salesforce-Contact-Center

Salesforce Contact Center Accredited Professional Exam



NEW QUESTION 1

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 2

The consultant should instruct agents to access the call transcripts configured in Amazon Connect within the Conversation Component in Service Console. Ursa Major Solar's Contact Center has a large volume of customers, and the company to strengthen loyalty, increase case deflection, and increase customer retention by implementing a customer portal.

Which Experience Cloud template should a consultant recommend

- A. Help Center
- B. Customer Service
- C. Customer Account Portal

Answer: A

Explanation:

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

NEW QUESTION 3

Your customer focuses on cost efficiency. How can future functionality contribute to cost reduction?

- A. Develop custom dashboards for detailed agent performance analysis and identify areas for improvement.
- B. Implement automated case categorization and routing to optimize agent utilization.
- C. Offer self-service options and chatbots to deflect simple inquiries and reduce call volume.
- D. All of the above, promoting operational efficiency and minimizing unnecessary resource usage.

Answer: D

Explanation:

Reference: Salesforce Automation with AI

NEW QUESTION 4

You're deploying a new email channel integration for customer support. Which cut-over requirement helps maintain data accuracy and consistency?

- A. Implementing data validation rules for incoming email subject lines and customer information.
- B. Configuring automated case creation and assignment based on specific keywords and email content.
- C. Testing the email integration with various sample messages and scenarios before real-world deployment.
- D. All of the above, contributing to accurate data capture and seamless processing of email inquiries.

Answer: D

Explanation:

Deploying a new email channel integration effectively requires comprehensive preparation: A. Implementing data validation rules ensures that incoming email data like subject lines and customer information is accurate. B. Configuring automated case creation and assignment based on email content helps streamline the handling process. C. Testing the integration with sample messages ensures functionality across different scenarios before going live. These steps together ensure data accuracy and the smooth operation of the new email channel.

References: https://help.salesforce.com/articleView?id=sf.email_services.htm

NEW QUESTION 5

Your migration plan includes transferring agent performance data. Which Salesforce object best accommodates this data?

- A. Account records representing your customer organizations.
- B. Contact records for individual customer contacts.
- C. User records for your contact center agents.
- D. Custom objects specifically designed for tracking agent performance metrics.

Answer: D

Explanation:

To accommodate agent performance data within Salesforce, creating custom objects specifically designed to track such metrics is the most suitable approach. Custom objects allow for the flexible design of data structures that can specifically cater to the unique requirements of tracking agent performance, such as productivity, customer feedback scores, and other relevant KPIs. This flexibility ensures that all pertinent data can be captured and analyzed effectively within

Salesforce.

References: https://help.salesforce.com/articleView?id=sf.customobjects_overview.htm

NEW QUESTION 6

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 7

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 8

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 9

Your deployment involves migrating historical case data. Which data preparation step helps maintain case history and audit trails accurately?

- A. Transferring all available case data, including comments, attachments, and activity logs, during the migration process.
- B. Configuring the new system to preserve chronological order and timestamps associated with historical case events.
- C. Testing case history access and audit trail functionality to verify accurate retrieval and display of historical information.
- D. All of the above, contributing to a complete and accessible migration of historical case data with preserved context and audit trails.

Answer: D

Explanation:

Maintaining case history and audit trails accurately during a migration process involves several crucial steps: A. Transferring all available case data, including comments, attachments, and activity logs, ensures that no historical data is lost. B.

Configuring the new system to preserve chronological order and timestamps of historical case events maintains the integrity of the case timeline. C. Testing case history access and audit trail functionality ensures that all historical information is retrievable and accurately displayed post-migration. These steps collectively ensure that historical case data is migrated completely and remains accessible and contextually intact in the new system. References:

https://help.salesforce.com/articleView?id=sf.data_migration_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 post-release phase of the implementation plan emphasizes performance monitoring. Which metric is most relevant for evaluating Contact Center effectiveness?

- A. Number of features or functionalities implemented within the system.
- B. User satisfaction surveys and agent feedback on the new system.
- C. System availability and uptime per customer expectations and service level agreements (SLAs).
- D. Resource utilization and infrastructure costs associated with running the Contact Center.

Answer: C

Explanation:

Reference: Salesforce Service Level Agreements

NEW QUESTION 11

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 14

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 15

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 19

You need to integrate external systems for additional data enrichment within cases. Which tool facilitates this?

- A. Apex code development for custom integrations with specific external systems and data retrieval.
- B. Flow Builder with pre-built connectors and actions for integration with various external data sources.
- C. Salesforce Connect for establishing secure and centralized connectivity with a broader range of external systems.
- D. All of the above, providing options for integrating external data sources and enriching case information for informed decision-making.

Answer: D

Explanation:

Reference: Salesforce Integration Capabilities

NEW QUESTION 22

Your self-service goals include improving user adoption and engagement. Which metric best reflects this objective?

- A. Number of self-service articles viewed or downloaded by customers.
- B. Percentage of cases deflected through self-service channels and resolved without agent intervention.
- C. Customer satisfaction ratings and feedback on the self-service experience.
- D. All of the above, providing a holistic view of self-service adoption, effectiveness, and user satisfaction.

Answer: D

Explanation:

Reference: Salesforce Service Cloud Metrics

NEW QUESTION 24

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 trigger to assign the case to a specialist queue that is appropriate for each

Answer: A

Explanation:

Reference: <https://help.salesforce.com/>

NEW QUESTION 27

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 32

The scope includes integration with legacy systems. Which factor should be carefully considered in the release plan?

- A. Development of custom Apex code for data exchange with legacy systems.
- B. Potential data migration challenges and ensuring data integrity during integration.
- C. The availability and responsiveness of IT teams responsible for legacy systems.
- D. All of the above, requiring careful planning and consideration for potential complexities.

Answer: D

Explanation:

When integrating with legacy systems, several factors must be carefully considered in the release plan: A. Development of custom Apex code for data exchange may be required to ensure compatibility and functionality. B. Potential data migration challenges must be managed to maintain data integrity. C. The availability and responsiveness of IT teams responsible for legacy systems are crucial to address any integration issues promptly. Considering all these factors is essential to mitigate risks and ensure a successful integration with minimal disruption.

References: https://help.salesforce.com/articleView?id=sf.integration_api_overview.htm

NEW QUESTION 37

The most standard metric a consultant should focus on improving to reduce cost per case in the contact center is Average Handle Time (AHT).

Ursa Major Solar is advised by a consultant to utilize Continuous

Integration (CI) during its Contact Center implementation project. However, some of the stakeholders are not familiar with it and are questioning the benefits it yields.

What should the consultant outline as the advantage of a CI process to the customer?

- A. Organizes source development into package directories
- B. Ensures application quality before any corrupt change can get into the Source..
- C. Creates and deletes package versions in each testing environment

Answer: B

Explanation:

Reference: <https://developer.salesforce.com/>

NEW QUESTION 42

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 43

The best set of functionalities for the client's needs is a combination of Messaging for Web and Embedded Service, with possible consideration of Einstein Bots depending on specific requirements.

- A. As part of the project governance, Ursa Major Solar has decided to use Agile Development Principle
- B. One of the project stakeholders has come to a consultant to explain to them a more detail the 12 agile principles. What is one of the agile principles?
- C. Customer Collaboration over Processes and Tools Working Software over Comprehensive Documentation Responding to Change over Processes and Tools
- D. All three options you listed are actually Agile principles! Agile Development emphasizes a set of 12 guiding principles that promote flexibility, collaboration, and iterative development
- E. Here's a breakdown of each option:
- F. A consultant is preparing post-implementation training material for the agents and supervisor
- G. Agents will need to use the call transcript configured in Amazon Connect a part of the implementation

Answer: B

Explanation:

Reference: <https://agilemanifesto.org/principles.html>

NEW QUESTION 48

The customer values user adoption and training. Which element should be prioritized in the implementation plan?

- A. Extensive technical documentation and configuration guides.
- B. Comprehensive change management and communication strategy.
- C. End-to-end user training programs and support resources.
- D. Development and testing of core functionalities before focusing on user experience.

Answer: C

Explanation:

Reference: Salesforce Training and Certification

NEW QUESTION 49

The customer aims to automate repetitive tasks like case escalation. Which functionality can streamline this?

- A. Workflow Rules
- B. Case Escalation Matrix
- C. Entitlement Management
- D. Omni-Channel Routing

Answer: A

Explanation:

Workflow Rules in Salesforce Contact Center are designed to automate actions based on specific criteria, such as automatically escalating cases when certain conditions are met. These rules can be set to trigger alerts, field updates, or other actions like sending emails, thereby streamlining the process of case management without manual intervention.

? Workflow Rules automate tasks based on set criteria, ideal for repetitive tasks like case escalation.

? Case Escalation Matrix and Entitlement Management can also be part of the escalation process but are more about defining the parameters and rights of escalation rather than automating them.

? Omni-Channel Routing is used more for routing tasks to the right agent rather than automating task execution.

For more about setting up and managing Workflow Rules for case escalation, you can visit Salesforce Workflow Management.

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 agent when 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 pre-created 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 field visited URL. At the custom fields to pre-chat form Modify the Sales content on the help customer ID and visited URL value

Create a contact custom field customer ID and case custom parameters, Customer_ID and visited URL for the messaging custom parameters as hidden pre-chat belts Modify the site to auto set customer, ID and visited, URL value to 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 55

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 59

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 61

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 66

Your scenario involves customer satisfaction surveys triggered after case closure. Which platform facilitates this?

- A. Einstein Feedback Surveys automatically sent based on case closure events and collecting customer feedback on their experience.

- B. Process Builder sequences initiating customer satisfaction surveys upon case closure and managing survey workflow.
- C. Flow Builder with visual interface for designing and configuring survey forms and logic for collecting feedback after case closure.
- D. All of the above, offering various options for triggering and managing customer satisfaction surveys within case management.

Answer: D

Explanation:

Reference: Salesforce Automation Tools

NEW QUESTION 69

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 70

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 75

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 78

The correct answer is Provision a long code phone number at least 2 weeks before go-live.

Ursa Major Solar (UMS) configured its Omni-Channel to allow support agents to handle three chat requests simultaneously. It has been a challenge for some of the new hire agents.

What should an administrator add in Omni-Channel settings to allow ramp-up time for UMS's junior agents to handle only two chat requests at a time?

- A. Create and assign a new Presence Configuration
- B. Create and apply a new Routing Configuration.
- C. Create and assign a new Presence Status
- D. The correct answer is Create and assign a new Presence Configuration.

Answer: A

Explanation:

Reference: Salesforce Omni-Channel Settings

NEW QUESTION 81

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 85

You're preparing historical call recordings for migration. Which step helps improve audio quality and accessibility for playback within the new system?

- A. Converting call recordings to a supported audio format compatible with the new Contact Center platform.
- B. Implementing speech-to-text conversion for call recordings and making transcripts available alongside audio files.
- C. Optimizing audio file size while maintaining optimal sound quality for clear playback and analysis.
- D. All of the above, contributing to improved accessibility and analysis capabilities for historical call recordings.

Answer: D

Explanation:

Reference: Salesforce Call Center Implementation

NEW QUESTION 88

The most suitable functionality to automatically assign cases to an account's dedicated service agent, thereby improving service level quality, is Case Assignment Rules. Here's why:

Ursa Major Solar (UMS) wants to implement Service Cloud Voice. UMS is satisfied with its current telephony provider, which can be used with Voice. Which Service Cloud Voice telephony model should a consultant recommend?

- A. Service Cloud Voice with partner telephony
 - B. Service Cloud Voice with Amazon Connect
 - C. Service Cloud Voice with partner telephony from Amazon Connect
 - D. Service Cloud Voice with partner telephony from Amazon Connect
- Given that Ursa Major Solar (UMS) is already satisfied with their current telephony provider and it can be used with Service Cloud Voice, the most suitable telephony model is Service Cloud Voice with partner telephony.

Answer: B

Explanation:

Given that Ursa Major Solar (UMS) is satisfied with its current telephony provider, and this provider is compatible with Service Cloud Voice, the most appropriate recommendation is Service Cloud Voice with partner telephony. This option allows UMS to integrate its existing telephony solution into the Salesforce environment, leveraging its current systems while benefiting from the enhanced CRM capabilities of Service Cloud Voice. This integration ensures a seamless transition and utilization of familiar tools while accessing new functionalities like call transcription and CRM data integration during calls.

Reference: Integrate Service Cloud Voice with Partner Telephony

NEW QUESTION 90

A project sponsor has informed a consultant that customer satisfaction is their top priority. 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 94

While all listed KPIs have relevance, the most suitable set for Ursa Major Solar's goals (enhanced customer satisfaction & loyalty, cost streamlining) should prioritize these areas:

A Ursa Major Solar recently hired many new agents to handle seasonal peak volumes in the voice channel.

- A. Build Omni-Channel routing flow and add all senior agents to the direct to agent routing proceed
- B. Assign Read All data access to all voice agents
- C. Update the organization-wide sharing setting for use Presence to Public Read City

Answer: A

Explanation:

For Ursa Major Solar, after hiring many new agents to handle increased call volumes, the most effective strategy is to build an Omni-Channel routing flow and include all senior agents in the direct-to-agent routing protocol. This approach ensures that experienced agents are prioritized for more complex calls, helping to maintain high quality of service during peak periods. Omni-Channel routing efficiently distributes incoming calls based on agent expertise, availability, and workload, which helps to manage the increased volume without compromising service quality.

Reference: Omni-Channel Routing

NEW QUESTION 96

The customer wants to prioritize cases based on customer loyalty and contract value. Which case management requirement should be considered?

- A. Develop custom formulas to calculate customer loyalty and contract value score.
- B. Configure case fields to capture customer tier and contract details for manual prioritization.
- C. Implement automated case escalation rules based on pre-defined loyalty and contract value thresholds.
- D. Utilize Entitlements to define service level agreements (SLAs) and prioritize cases based on entitlement levels.

Answer: C

Explanation:

Reference: Salesforce Automation for Case Escalation

NEW QUESTION 100

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 102

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. 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: B

Explanation:

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

NEW QUESTION 104

Your deployment involves migrating to a new cloud-based Contact Center platform. Which cut-over requirement helps maintain data security and access control?

- A. Configuring data encryption for transferred information and user access with multi-factor authentication.
- B. Conducting pre-migration security audits and vulnerability assessments of both platforms.
- C. Establishing clear data ownership and access rights for users across the old and new platforms.
- D. All of the above, contributing to a secure and controlled migration process with robust data protection.

Answer: D

Explanation:

Reference: Salesforce Security Best Practices

NEW QUESTION 109

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 114

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 115

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 119

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 defined criteria.
- 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 124

You need to validate case closure accuracy and completeness. Which tool helps with this?

- A. Case Closure Rules automatically closing cases based on predefined criteria and ensuring required fields are filled.
- B. Data Validation Rules on case fields requiring specific formats or preventing invalid entries before closure.
- C. Case History review for completeness and verification of resolution details before final closure.
- D. All of the above, contributing to ensuring accurate and complete case closure for efficient data management.

Answer: D

Explanation:

For configuring chatbots within a Contact Center, multiple platforms offer flexibility and diverse functionalities: A. Einstein Bots provide AI-powered conversation capabilities with templates tailored for various customer service scenarios. B. Flow Builder offers a visual interface for designing bot conversations, making it easy to customize logic and user interactions. C. Dialogflow and other third-party platforms can be integrated with Salesforce, offering advanced AI and NLP capabilities for complex interactions. Leveraging these platforms provides comprehensive options for creating and managing chatbots tailored to different needs and use cases within a Contact Center. References: https://help.salesforce.com/articleView?id=sf.einstein_bots.htm

NEW QUESTION 129

Validating Omni-Channel routing effectiveness involves monitoring agent workload. Which tool helps with this?

- A. Omni-Channel dashboards displaying real-time agent activity and task queues.
- B. Supervisor Console providing insights into agent status, chat transcripts, and performance metrics.
- C. Agent Workbench showing assigned tasks and workload across different channels.
- D. All of the above, offering comprehensive views of agent workload and queue distribution for optimizing routing.

Answer: D

Explanation:

Monitoring Omni-Channel routing effectiveness and agent workload can be effectively accomplished using multiple tools: A. Omni-Channel dashboards provide a real-time view of agent activities and the distribution of tasks in their queues. B. Supervisor Console offers insights into individual agent statuses, their current

tasks, and performance metrics. C. Agent Workbench displays assigned tasks and workload across various channels, helping manage and distribute workload effectively. These tools collectively help in optimizing routing by providing a comprehensive understanding of agent workload and queue status.
References: https://help.salesforce.com/articleView?id=omnichannel_supervisor.htm

NEW QUESTION 130

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 social media 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 132

The customer needs real-time sentiment analysis during calls. Which third-party integration might be beneficial?

- A. Zoom
- B. Genesys Cloud CX
- C. Google Cloud AI
- D. Zendesk

Answer: C

Explanation:

Google Cloud AI offers robust capabilities for sentiment analysis, which can be integrated with Salesforce to analyze customer sentiments in real-time during calls. This integration uses machine learning models to assess voice and text inputs to determine the customer's mood and tone, providing valuable insights to agents during live interactions.

? Google Cloud AI specializes in machine learning and AI capabilities, including natural language processing necessary for sentiment analysis.

? Zoom, Genesys Cloud CX, and Zendesk offer various communication and customer service solutions but do not inherently provide real-time sentiment analysis without additional AI capabilities like those offered by Google Cloud AI.

More information on integrating Google Cloud AI with Salesforce for sentiment analysis can be found at [Salesforce and Google Cloud Integration](#).

NEW QUESTION 136

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 138

Your scenario requires generating automated case updates based on customer interactions. Which Salesforce feature offers this capability?

- A. Workflow Rules triggering email notifications and case updates based on specific events or field changes.
- B. Process Builder sequences defining automated actions and data updates based on triggers and conditions.
- C. Flow Builder with visual interface for designing automated processes and case updates triggered by interactions.
- D. All of the above, depending on the desired complexity and automation level of case updates.

Answer: D

Explanation:

Reference: [Salesforce Automation Tools](#)

NEW QUESTION 143

The customer requires ongoing training and support for agents using the new Salesforce Contact Center system. Which support option is most suitable?

- A. Utilize Trailhead online modules and Salesforce documentation for independent learning.
- B. Implement Premier Support with dedicated access to expert consultants and proactive issue resolution.
- C. Develop custom training materials and conduct internal workshops for agent familiarization.
- D. Leverage partner resources and certified consultants for specialized training and implementation guidance.

Answer: B

Explanation:

Implementing Premier Support is the most suitable option for ongoing training and support for agents using the new Salesforce Contact Center system. Premier Support provides organizations with dedicated access to Salesforce experts and consultants who offer specialized training, proactive issue resolution, and continuous support. This level of support ensures that agents are well-equipped to use the system efficiently and can resolve any issues quickly, enhancing their overall effectiveness and comfort with the system.

References: <https://www.salesforce.com/support/plans/>

NEW QUESTION 147

The customer desires seamless integration with their existing CRM system. Which functionality bridges this gap?

- A. Data Import Wizard
- B. Partner Integrations
- C. Einstein Analytics
- D. Apex Code Development

Answer: B

Explanation:

Partner integrations in Salesforce Contact Center allow for seamless integration with existing CRM systems by leveraging pre-built connectors and integration apps available on Salesforce AppExchange. These partner solutions are specifically designed to integrate diverse systems with Salesforce, ensuring that data flows smoothly between Salesforce and other CRMs without needing custom development. This enables businesses to enhance their customer service capabilities by integrating their existing tools and databases into a unified Salesforce environment.

References: <https://appexchange.salesforce.com/>

NEW QUESTION 150

The company aims to track the impact of Salesforce Contact Center on revenue generation. Which KPI should be considered?

- A. Number of Closed Won Deals
- B. Contact Center Conversion Rate
- C. Customer Retention Rate
- D. Customer Lifetime Value (CLTV)

Answer: B

Explanation:

To track the impact of the Salesforce Contact Center on revenue generation, the Contact Center Conversion Rate is an appropriate key performance indicator (KPI). This metric measures the percentage of contacts handled by the contact center that result in a sale or desired outcome, directly linking contact center activities to revenue generation. It provides insight into how effectively the contact center contributes to the company's bottom line by converting inquiries into transactions.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION 154

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 156

The customer wants to track case resolution times by product category. Which reporting and analytics requirement is most relevant?

- A. Implement custom dashboards with visualizations of overall case volume and agent performance.
- B. Configure reports with filters to break down case resolution times by agent and case priority.
- C. Develop custom fields and reports to categorize cases by product and track resolution times per category.
- D. Utilize Einstein Analytics for advanced machine learning insights into case trends and root causes.

Answer: C

Explanation:

To effectively track case resolution times by product category, developing custom fields and reports specific to case categorization is most relevant. By adding custom fields to categorize cases based on the product and configuring reports to analyze resolution times for each category, organizations can gain insights into performance metrics segmented by product. This approach allows for more targeted analysis and improvement of service processes related to specific product lines.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION 160

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 162

The consultant needs to specify the Inbound Flow Action in the channel setting, in addition to selecting the flow, to use the Omni-Channel flow for the Enhanced Bot.

During a workshop, management at a company explains that its contact center has specific teams supporting specific accounts. Customers generally contact the company through email. The case goes to a general queue, where the agents pick up the case manually.

Management would like available agents to receive the cases automatically so they do not pick cases. They also require that if the case cannot be directed to the correct agent, there is a fallback option. The agent can be assigned cases from different channels and would like this incorporated into the routing model.

Which setting in Email-to-Case should a consultant recommend the company utilize?

- A. Flow Settings
- B. Case Owner Settings
- C. Task Settings

Answer: B

Explanation:

In the scenario where management wants cases to be automatically assigned to agents without manual selection and includes a fallback mechanism, the consultant should recommend utilizing the "Case Owner Settings" in the Email-to-Case configuration. This feature allows the system to automatically assign incoming cases based on predefined rules and ensures that if a specific agent isn't available, the case can be routed to a fallback queue or another available agent. This setting integrates seamlessly into the routing model, supporting different channels and ensuring efficient case handling. References: https://help.salesforce.com/articleView?id=sf.email_to_case.htm

NEW QUESTION 164

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 166

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 169

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 172

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 173

Based on the scenario and considering regulatory limitations, the most suitable messaging channel for Ursa Major Solar (UMS) to proactively initiate conversations with previous contact center customers is Messaging for Web.

An insurance company handles a large volume of cases every year. The companies communicate with the customer and other third parties through related cases and the same customer issue. Currently, they find it confusing to follow the count appears from different people and channels.

What should a consultant utilize to design a solution so the common is easier to follow, but still relatable to the original customer case?

- A. Chatter
- B. Case Comments
- C. Case Hierarchy

Answer: C

Explanation:

To manage a large volume of cases and the associated communication threads effectively, the consultant should implement a Case Hierarchy. Case Hierarchy allows the organization to link related cases, making it easier to track all communication concerning a customer issue across different cases and channels. This structure helps in maintaining a clear and organized overview of the case progression, facilitating easier follow-up and resolution. Case Hierarchy is particularly beneficial in environments where cases often involve multiple interactions over a range of related issues.

Reference: Organizing Cases in Salesforce

NEW QUESTION 177

Which standard field options should a consultant recommended form for In-App Messaging?

- A. First Name, Last Name, Email Order Number
- B. First Name Last Name Email Account Number
- C. First Name, Last Name, Email Subject

Answer: B

Explanation:

For In-App Messaging, the recommended standard field options to include are First Name, Last Name, Email, and Account Number. These fields ensure that customer service agents have the essential information needed to identify and authenticate the customer, facilitating a more personalized and efficient service interaction. The Account Number is particularly crucial as it provides a direct link to the customer's specific details and transaction history within the company's systems.

Reference: Salesforce In-App Messaging Setup

NEW QUESTION 180

Validating chatbot functionality involves testing natural language processing (NLP) accuracy. Which tool can help with this?

- A. Monitoring chatbot logs and chat transcripts to identify misinterpretations of user queries.
- B. Utilizing NLP testing tools like Annotate.io or MonkeyLearn to analyze bot responses and accuracy.
- C. Conducting user testing sessions with real customers to gather feedback on chatbot interactions and understanding.
- D. All of the above, providing multi-faceted insights into chatbot NLP performance and user experience.

Answer: D

Explanation:

Reference: Salesforce Einstein Bots

NEW QUESTION 183

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 187

The customer needs advanced customization for specific workflows. Which option provides flexibility?

- A. Out-of-the-box configuration
- B. Salesforce Flow
- C. Third-party development
- D. Custom Apex coding

Answer: B

Explanation:

Salesforce Flow provides the flexibility needed for advanced customization of specific workflows within the Salesforce environment. It allows admins and developers to automate complex business processes and create rich, guided user experiences. The tool offers a drag-and-drop interface to design customized workflows, which can handle various actions like data collection, records updates, and complex logic without the need for custom code. References: <https://help.salesforce.com/articleView?id=sf.flow.htm>

NEW QUESTION 189

Your scenario involves deploying a new outbound calling feature for targeted campaigns. Which cut-over requirement helps mitigate compliance risks?

- A. Verifying agent training on call scripts and adherence to regulatory requirements.
- B. Ensuring proper opt-in mechanisms and customer consent management for outbound calls.
- C. Implementing recording and call monitoring functionalities for compliance audits and quality control.
- D. All of the above, contributing to a compliant and responsible outbound calling operation.

Answer: D

Explanation:

Mitigating compliance risks in outbound calling involves multiple considerations: A. Verifying agent training on call scripts ensures adherence to regulatory requirements. B. Ensuring proper opt-in mechanisms and management of customer consent guards against violations. C. Implementing recording and monitoring functionalities aids in compliance audits and quality control. Collectively, these measures foster a compliant approach to managing outbound calls, reducing risk and enhancing accountability. References: https://help.salesforce.com/articleView?id=sf.voice_overview.htm

NEW QUESTION 191

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 196

The consultant should recommend the company utilize Flow Settings in Email-to-Case to meet their requirements.

A customer service manager wants to implement a process where a case gets reassigned to a higher support tier if it is not resolved within a given service-level agreement (SLA) timeline.

Which solution should a consultant propose to set this process up?

- A. Create an Escalation Rule Entry and configure it so that cases get an escalated status of the case is still open after passing SLA times.
- B. Create a Quick Action for escalating a case and set up Conditional Visibility Rule to show the Quick Action after a case has passed SLA times Create a record-triggered flow that gives cases an escalated status if it is still open a pa A times.
- C. The consultant should propose creating an Escalation Rule Entry to set up

Answer: C

Explanation:

Reference: Salesforce Escalation Rules

NEW QUESTION 200

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 202

Your case management design includes knowledge base article recommendations within cases. Which Salesforce feature facilitates this?

- A. Web-to-Case forms embedded within Knowledge Base articles for easy case creation if the article doesn't resolve the issue.
- B. Case Escalation Rules automatically triggering article recommendations when specific criteria are met within a case.
- C. All of the above, offering options for integrating knowledge base recommendations and enhancing self-service within case management.

Answer: C

Explanation:

Salesforce Knowledge can be integrated directly into the case management process, enabling automated article recommendations based on the details of the case. Both options listed in the choices support this capability: A. Web-to-Case forms can be enhanced by embedding within Knowledge Base articles, helping users to create cases directly if articles do not resolve their issues, thus enhancing the self-service aspect and linking case creation with relevant knowledge directly. B. Case Escalation Rules can be configured to automatically trigger knowledge base article recommendations when specific criteria within a case are met. This ensures that users and support agents have the most relevant information at hand, potentially reducing resolution times and increasing customer satisfaction. For more details, you can review the Salesforce documentation on integrating Knowledge with case management here: <https://help.salesforce.com/>

NEW QUESTION 203

Your bot requirements include personalized greetings and information based on customer data. Which Salesforce feature enables this?

- A. Custom Apex code dynamically fetching customer data and injecting it into chatbot responses.
- B. Merge fields within bot conversation scripts linking to specific object fields containing customer information.
- C. Einstein Insights providing real-time customer data to personalize bot interactions and recommendations.
- D. All of the above, depending on the level of personalization and data sources required.

Answer: D

Explanation:

Reference: Salesforce Einstein Insights

NEW QUESTION 207

You need to set up email case creation. Which feature allows automatic case generation from incoming emails?

- A. Workflow Rules with email field criteria triggering case creation.
- B. Process Builder sequences defining steps for email parsing and case generation.
- C. Email-to-Case enabled on the Case object with appropriate field mapping.
- D. Einstein Bots configured to handle email inquiries and create cases if needed.

Answer: C

Explanation:

Email-to-Case is the feature that allows automatic case generation from incoming emails by converting emails into case records. This functionality ensures that all relevant email data is captured directly into Salesforce cases, utilizing field mapping to organize and store information correctly.

References: https://help.salesforce.com/articleView?id=sf.email_to_case.htm

NEW QUESTION 209

To comply with the "Eliminate duplicate email attachments" setting while processing PDFs in a high-volume email environment, the consultant should consider this approach:

Universal Containers (UC) has a support center where teams work according to a defined set of business hours. UC has set up an escalation process and would like to help customers outside of business hours in case of an escalation.

How should a consultant recommend UC configure this solution?

- A. Set up the organization's default business hours and create an escalation rule where the case matches the criteria associated with different business hours.
- B. Create an Apex trigger that checks the default business hours and the business hours on an escalation.
- C. Set up the organization's default business hours and set up another set of business hours on the second option

Answer: A

Explanation:

Universal Containers can configure their escalation process for cases outside of business hours by setting up the organization's default business hours and creating escalation rules that trigger based on those hours. This setup allows the system to automatically escalate cases to the appropriate team or individual when a customer issue arises after regular business hours, ensuring timely support even when the primary team is off duty.

References: https://help.salesforce.com/articleView?id=sf.escalation_rules_setup.htm

NEW QUESTION 211

The customer requires secure access control for sensitive customer data. Which data model element contributes to data security?

- A. Utilize custom fields to capture all types of customer information without access restrictions.
- B. Configure field-level security to grant selective access to sensitive data based on user roles and permissions.
- C. Implement third-party data encryption solutions for additional security layers.
- D. Store all customer data in one field without any segregation or access control mechanisms.

Answer: B

Explanation:

Reference: Salesforce Documentation on Field-Level Security

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 217

You're deploying a new escalation rule for voice calls in Omni-Channel. Which channel-specific cut-over requirement ensures timely intervention for high-priority calls?

- A. Configuring the rule to trigger automatic notifications and case creation for escalated calls.
- B. Testing the escalation rule functionality with test calls and dummy scenarios before deployment.
- C. Defining clear criteria for call escalation based on urgency and wait times.
- D. All of the above, contributing to a robust and effective escalation process for voice calls within Omni-Channel.

Answer: D

Explanation:

Ensuring timely intervention for high-priority voice calls involves multiple strategies: A. Configuring the rule to trigger automatic notifications and case creation helps immediately alert relevant parties when a call meets escalation criteria. B. Testing the escalation rule functionality with test calls and dummy scenarios ensures the rule works correctly under various conditions before going live. C. Defining clear criteria for call escalation based on urgency and wait times ensures that high-priority calls are identified and escalated appropriately. Implementing these measures together establishes a robust and effective process for managing escalated calls within Omni-Channel.

References: https://help.salesforce.com/articleView?id=sf.omnichannel_voice_escalation.htm

NEW QUESTION 219

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 223

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 225

Ursa Major Solar (UMS) wants to offer the new Messaging for Web channel on its Azure based Experience Cloud site. However, UMS wants authenticated users to go directly to an agent and guest users to be connected with an Einstein Bot.

How should a consultant suggest UMS configure its Experience Cloud site to support this?

- A. Use conditional visibility on the Embedded Messaging component to show one for the users and one for guest users to alter the routing destination
- B. Pass in the User ID field as a hidden pre-chat field and check the vice of that le Channel flow to determine the routing destination
- C. Create a Page Variation for each page where the chat is offerest one for authenticated one for guest users to alter the routing destination

Answer: B

Explanation:

Reference: Salesforce Omni-Channel Routing

NEW QUESTION 229

Your project requires migrating custom objects and their associated data. Which data preparation step helps maintain field-level validation rules and triggers?

- A. Exporting custom objects and data along with associated validation rules and trigger definitions for import into the new system.
- B. Configuring the new system to automatically recognize and apply existing field-level validation rules and triggers during data migration.
- C. Manually reviewing and verifying the accuracy and functionality of imported validation rules and triggers after data migration.
- D. All of the above, ensuring comprehensive migration and consistent application of data integrity controls for custom objects.

Answer: D

Explanation:

Reference: Salesforce Custom Objects and Data Integrity

NEW QUESTION 232

Ursa Major Solar has recently completed testing of its upgrade to Enhanced Digital Engagement channels. A consultant needs to now move the WhatsApp number on the testing sandbox to production.

How should the consultant accomplish this?

- A. Enter the existing number when creating the channel in production
- B. Request a new number for the production org
- C. Log a case with Salesforce Customer Support

Answer: C

Explanation:

Reference: Salesforce Digital Engagement Guide

NEW QUESTION 237

Your scenario involves automatically assigning cases based on urgency and location. Which feature facilitates this?

- A. Case Assignment Rules using predefined criteria to direct 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 urgency.

Answer: D

Explanation:

Reference: Salesforce Documentation on Case Assignment and Escalation

NEW QUESTION 242

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 244

You need to validate data migration accuracy and completeness. Which tool assists with this process?

- A. Salesforce Reports and Dashboards providing data comparisons between legacy and Salesforce systems.
- B. Data Compare tools like Informatica PowerCenter analyzing record discrepancies and data integrity.
- C. Validation Rules on key fields within Salesforce ensuring data adherence to defined formats and constraints.
- D. All of the above, offering various methods for comparing and verifying data accuracy after migration.

Answer: D

Explanation:

Several tools assist in validating data migration accuracy and completeness: A. Salesforce Reports and Dashboards enable comparisons of data metrics between the legacy system and Salesforce. B. Data Compare tools like Informatica PowerCenter provide deep analysis capabilities for identifying discrepancies and integrity issues. C. Validation Rules within Salesforce ensure that incoming data adheres to specific formats and constraints, preventing incorrect data entries. Employing these tools collectively ensures a thorough validation process for migrated data, securing data integrity and accuracy.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION 246

Your legacy system stores customer data in different formats. Which tool helps assess data readiness for migration?

- A. Salesforce Data Loader for bulk data imports and mapping.
- B. Data Quality Rules within Salesforce highlighting inconsistencies and missing information.
- C. Data Migration Assistant (DMA) tool for analyzing data format and compatibility.
- D. Custom Apex code scripts developed to assess and clean legacy data for migration.

Answer: C

Explanation:

Reference: Salesforce Data Migration QUESTION NO: 80

NEW QUESTION 251

The IT team wants to integrate Salesforce with their existing CRM system. Which future functionality would facilitate this?

- A. Utilize standard Salesforce connectors and APIs for seamless data exchange.
- B. Develop custom Apex code to synchronize data between the two systems.
- C. Implement point-to-point integrations with unique data mappings for each field.
- D. Migrate all Contact Center data into the existing CRM system to avoid integration complexity.

Answer: A

Explanation:

Reference: Salesforce Integration

NEW QUESTION 253

The best practice that the consultant should observe when configuring case escalation rules is:

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.

Which routing type does a consultant need to use to facilitate a transfer of an Enhanced B conversation to a Queue?

- A. Queue
- B. Omni-Channel Flow
- C. Dialog

Answer: B

Explanation:

To facilitate a transfer of an Enhanced Bot conversation to a Queue, a consultant needs to use Omni-Channel Flow. Omni-Channel Flow enables dynamic routing capabilities that can be adjusted according to the complexity of the conversation and the availability of agents. By using an Omni-Channel Flow, the consultant can configure a specific action to route the work item directly to the designated queue, ensuring that the conversation is transferred to the correct queue where agents are available to handle the case. This routing type effectively manages workload distribution and prioritizes tasks based on agent skills and queue availability.

Reference: Omni-Channel Flows

NEW QUESTION 258

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 259

You need to migrate complex workflows from your legacy system. Which tool facilitates this?

- A. Process Builder with drag-and-drop interface for designing automated processes within Salesforce.
- B. Flow Builder with visual development environment for building complex automation and logic flows.
- C. Apex code development for custom scripting and advanced workflow logic implementation.
- D. All of the above, depending on the complexity and specific functionalities of the migrating workflows.

Answer: D

Explanation:

Depending on the complexity and requirements of the legacy workflows, you can utilize Process Builder for simple automation, Flow Builder for more intricate logic and integrations, or Apex code for custom scripting of advanced functionalities. Choose the tool that best suits the specific workflow you're migrating.

NEW QUESTION 261

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 263

Validating email functionality involves testing delivery and content accuracy. Which tool helps with email address verification?

- A. Salesforce Reports with filters to identify cases with invalid email addresses.
- B. Data Loader functionality for bulk email address validation against external databases.
- C. Einstein Validation Service for real-time email address verification during data entry.
- D. Salesforce Sandbox environment for sending test emails and verifying recipient details.

Answer: D

Explanation:

The Salesforce Sandbox environment is the ideal tool for validating email functionality. It allows for the sending of test emails to verify both the delivery and the accuracy of content, including the proper functioning of merge fields and the correctness of recipient details, without affecting live data.

References: https://help.salesforce.com/articleView?id=sf.test_email_deliverability.htm

NEW QUESTION 265

You're deploying a new SMS channel for customer updates and notifications. Which cut-over requirement helps prevent message delivery failures and ensure customer reach?

- A. Validating customer phone numbers and carrier compatibility before activating the SMS channel.
- B. Configuring clear opt-in and opt-out mechanisms for SMS updates and notifications.
- C. Implementing message throttling and rate limiting to prevent overwhelming customers with SMS alerts.
- D. All of the above, contributing to reliable and effective SMS communication with customers.

Answer: D

Explanation:

Reference: Salesforce Mobile Messaging

NEW QUESTION 270

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 272

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 276

The desired process of reassigning cases to a higher support tier when SLA timelines are breached. Ursa Major Solar needs to protect customers' private information, such as social sty numbers, during phone interactions. Which Service Cloud Voice feature should a consultant recommend to accomplish this?

- A. Hierarchical Sharing Settings on Calls
- B. Collaboration on Call Recordings
- C. Pause/Resume Call Recording

Answer: C

Explanation:

Reference: Salesforce Service Cloud Voice Features

NEW QUESTION 278

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 281

You need to validate the accuracy of dynamic data merging in email templates. Which option provides the best verification method?

- A. Sending test emails with sample data sets and manually checking for merge field accuracy.
- B. Utilizing pre-configured Salesforce test cases for email merge field functionality.
- C. Reviewing email delivery logs and checking for errors or missing data in merged fields.
- D. Implementing Apex triggers to validate data integrity before triggering email sending actions.

Answer: A

Explanation:

The most effective method to validate the accuracy of dynamic data merging in email templates is by sending test emails with sample data sets and manually checking the accuracy of the merged fields. This direct approach allows you to see exactly how the email appears to the recipient and confirm that all data fields are populating correctly. This hands-on verification ensures that any discrepancies can be quickly identified and corrected.
References: https://help.salesforce.com/articleView?id=sf.email_templates_test.htm

NEW QUESTION 285

Your deployment involves introducing a new agent performance dashboard. Which cut- over requirement helps ensure user adoption and understanding?

- A. Providing comprehensive training on the dashboard features and metrics for agents.
- B. Making the dashboard easily accessible and readily available within the agent interface.
- C. Customizing the dashboard layout and visualizations to align with agent preferences and needs.
- D. All of the above, contributing to a positive user experience and encouraging agents to leverage the new dashboard.

Answer: D

Explanation:

For a new agent performance dashboard, several factors contribute to successful user adoption and understanding:A. Providing comprehensive training on dashboard features and metrics helps agents understand how to use the tool effectively.B. Making the dashboard easily accessible within the agent interface ensures that it is used frequently and seamlessly.C. Customizing the dashboard layout and visualizations to match agent preferences and needs increases its practicality and relevance.These combined efforts enhance user experience and encourage agents to fully utilize the new dashboard.
References: https://help.salesforce.com/articleView?id=sf.bi_dashboards.htm

NEW QUESTION 288

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 290

Your scenario involves routing calls based on language spoken. Which feature facilitates this?

- A. Custom Apex code defining language detection and routing logic.
- B. Omni-Channel routing with skill mapping based on agent language proficiency.
- C. Phone Numbers configured with specific languages and automatic call routing.
- D. Integrated Speech-to-Text (STT) and language identification tools for real-time routing.

Answer: B

Explanation:

Omni-Channel routing with skill mapping based on agent language proficiency is the most effective feature for routing calls based on the language spoken. This feature allows calls to be directed to agents who are proficient in the language required by the caller, ensuring effective communication and enhancing customer satisfaction.

References: https://help.salesforce.com/articleView?id=sf.omnichannel_skills_based_routing_setup.htm

NEW QUESTION 295

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