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Question: 1

The support manager at Universal Containers wants to see monthly historical metrics for first-call resolution by call center.

Which analytics solution should the consultant recommend?

- A. Case report grouped by Call Center
- B. Case History report grouped by Call Center
- C. Dynamic Dashboard grouped by Call Center

Answer: C

Explanation:

A Dynamic Dashboard enables personalized data visualization for each viewer based on their Salesforce role or user specifics. For tracking first-call resolution by call center, a Dynamic Dashboard can be configured to display monthly historical metrics relevant to each call center. This approach allows the support manager to view data specific to each call center, ensuring the metrics are accurate and tailored to the manager's needs for analysis and decision-making.

Question: 2

Universal Containers has three internal divisions that use Salesforce Knowledge. Compliance requirements mandate that each division should only have access to its own articles when performing a search.

Which solution should a consultant recommend to meet this requirement?

- A. Create a sharing rule for each division to provide access using the role hierarchy.
- B. Create a sharing rule for each division to provide access based on the article category.
- C. Create a single data category group for each division and provide access using the role hierarchy.

Answer: C

Explanation:

Salesforce Knowledge uses data categories to organize articles, making it easier to manage and access relevant content. By creating a single data category group for each division and controlling access through the role hierarchy, each division will only see articles categorized under their specific

group. This setup ensures compliance with the requirement that divisions access only their own articles, leveraging Salesforce's robust security and access control features.

Question: 3

A service agent is in a messaging session with a customer. The customer abruptly stops responding after 30 minutes.

What should the agent do next?

- A. End the messaging session with the customer.

- B. Mark the messaging session as customer Inactive.
- C. Leave the messaging session with the customer open.

Answer: A

Explanation:

In situations where a customer stops responding during a messaging session, it's practical for service agents to end the session after an appropriate wait time. This action helps in managing agent workload efficiently and ensures that resources are allocated to active engagements. Ending the session also allows for proper session management and reporting, contributing to accurate metrics on customer interactions.

Question: 4

Universal Containers is using Service Cloud for customer entry and case management, but order fulfillment, inventory, invoicing, and financial data are stored in other systems.

Which solution should a consultant recommend for integration?

- A. Utilize Apex with integrated External Objects.
- B. Utilize an AppExchange integration package.
- C. Utilize MuleSoft to integrate the systems.

Answer: C

Explanation:

MuleSoft, as an integration platform, offers a robust solution for connecting Salesforce Service Cloud with other systems like order fulfillment, inventory, invoicing, and financial data systems. MuleSoft's Anypoint Platform enables seamless API-led connectivity, ensuring that data flow between Salesforce and external systems is secure, efficient, and scalable. This approach supports complex integration scenarios and facilitates real-time data exchange and process automation across disparate systems.

Question: 5

Universal Containers has implemented Service Cloud. The company needs key performance indicators (KPIs) to ensure that its customer support

center is profitable.

Which metric should a consultant use to help executive management understand support center costs?

- A. All Cases by Customer
- B. All Open Cases by Priority
- C. Case Resolution Time

Answer: C

Explanation:

Case Resolution Time is a critical KPI for understanding support center costs. It measures the average time taken to resolve customer cases, directly impacting labor costs and resource allocation. By monitoring and

optimizing Case Resolution Time, executive management can identify efficiency improvements, manage staffing requirements more effectively, and ultimately reduce the cost of operating the customer support center.

Question: 6

Cloud Kicks has a robust Service Cloud implementation for its customer service team. The software engineering team would like to track their projects within Salesforce.

Which solution should the consultant recommend?

- A. Create a new Case record type.
- B. Enable Feed Tracking.
- C. Install an AppExchange app.

Answer: C

Explanation:

For the software engineering team at Cloud Kicks to track projects within Salesforce, an AppExchange app dedicated to project management would be the most suitable solution. These apps are designed to handle project tracking functionalities, including task assignments, progress tracking, and collaboration features, tailored to project management needs. This approach allows for a specialized tool that integrates with Salesforce, providing a seamless experience for the engineering team without repurposing or overextending the functionality of Service Cloud case management.

Question: 7

Universal Containers has implemented Knowledge-Centered Support (KCS). Specific article types and categories require approval. Both the

Publish Articles and the Submit for Approval buttons are available on page layouts. Agents are forgetting to submit certain articles types for approval.

What should a consultant recommend to automate the Approval Process?

- A. Update the Approval Process to Auto-launch.
- B. Create a Lightning Web Component action for Approval Process.

C. Create an autolaunched Flow.

Answer: C

Explanation:

An autolaunched Flow can automate the approval process for Salesforce Knowledge articles by triggering the submission for approval based on specific criteria, such as article type or category. This method ensures that articles requiring approval are automatically sent through the approval process, reducing the reliance on agents to remember to submit articles manually. It streamlines the publishing workflow, ensuring compliance with Knowledge-Centered Support (KCS) practices and organizational requirements.

Question: 8

Universal Containers is migrating from Knowledge to Lightning Knowledge using the Lightning Knowledge Migration Tool and noticed that none of the article file attachments were migrated.

How can a consultant migrate the file attachments?

- A. Use the Files Related List on each article to add files to the articles.
- B. Use the Lightning Knowledge Migration Tool and choose 'include files'.
- C. Upload the files as Documents, then relate them to the migrated articles.

Answer: A

Explanation:

When migrating to Lightning Knowledge, file attachments from Classic Knowledge articles do not automatically transfer. To migrate these file attachments, consultants can manually add files to the corresponding Lightning Knowledge articles using the Files Related List. This approach ensures that all relevant attachments are associated with the correct articles, maintaining the integrity and usefulness of the Knowledge base post-migration.

Question: 9

Cloud Kicks uses a console app to support users. Service agents open an Account workspace tab and multiple subtabs for the Case, Contact, and Service Contract. Service agents would like to share links to recently opened subtabs with other users to collaborate on cases.

What should a consultant recommend to meet the requirements?

- A. Add the Account object to Recent Items utility.
- B. Include the History utility in the console app.
- C. Mention the case number in a Chatter group.

Answer: C

Explanation:

To facilitate collaboration on cases among service agents, using Chatter provides a platform for discussion and information sharing within Salesforce. By mentioning the case number in a Chatter group, agents can quickly share and access case details, enabling efficient collaboration. This method leverages Salesforce's social collaboration features, allowing for real-time communication and problem-solving among team members.

Question: 10

Universal Containers case managers receive a high volume of new cases daily and would like to improve efficiency across multiple teams with

multiple disparate product specializations. Currently, all cases are automatically distributed evenly across all case managers, regardless of the case manager's knowledge of the products related to the case.

What should a consultant recommend to modify the Case Assignment rules?

- A. Implement Einstein Article Recommendations.
- B. Implement Skills-Based Routing.
- C. Implement Queue-Based Routing

Answer: B

Explanation:

Skills-Based Routing is an advanced feature in Salesforce Service Cloud that directs cases to the most qualified case managers based on their skills and expertise. By implementing Skills-Based Routing, Universal Containers can ensure that cases are assigned to case managers with the appropriate product knowledge, improving case resolution efficiency and quality. This method optimizes resource allocation and enhances customer satisfaction by matching cases with the best-suited case managers.

Question: 11

Universal Containers requires that users have the ability to view specific cases, as determined by the Product Type field on the case. When a

case is created or closed, an email should be sent only to users who have access to the case.

Which feature should a consultant recommend to meet these requirements?

- A. Case teams
- B. Case swarms
- C. Account teams

Answer: A

Explanation:

Case teams in Salesforce allow for collaborative case management by enabling a group of users to work on cases together. By using case teams, Universal Containers can specify which users have access to cases based on the Product Type field. Additionally, workflow rules or process builders can be configured to send emails to case team members when a case is created or closed, ensuring that

only those with access to the case are notified, thus meeting the requirements.

Question: 12

Ursa Major Solar (UMS) provides customers with remote monitoring of solar panels. When there are issues with the service, such as a power outage, UMS needs to provide service agents, operations teams, and customers with full visibility into the issue.

What is the recommended feature to meet the requirements?

- A. Incident Management
- B. Workforce Engagement
- C. Field Service Management

Answer: A

Explanation:

Incident Management in Salesforce is designed to provide visibility and coordination during service disruptions or issues. For Ursa Major Solar, this feature would allow service agents, operations teams, and customers to have a centralized view and updates on power outages or service issues, facilitating communication and resolution efforts across all stakeholders involved in the incident.

Question: 13

Universal Containers (UC) wants to report on how many customers with Service Contracts have specific entitlements to determine if UC's support offerings should be adjusted.

Which feature should the consultant recommend?

- A. Build a joined report.
- B. Build a dashboard.
- C. Build a custom report type.

Answer: C

Explanation:

Creating a custom report type allows for more flexibility in reporting by combining different objects and their relationships, such as Service Contracts and Entitlements in this case. Universal Containers can use a custom report type to specifically analyze customers with Service Contracts and their associated entitlements, providing insights into support offerings and potential adjustments.

Question: 14

What is a consideration when adding a report chart to a Page Layout or a Lightning Record Page?

- A. The report must be used on a Dashboard.
- B. The report must have a standard Report Type.
- C. The report must contain a chart.

Answer: C

Explanation:

When adding a report chart to a Page Layout or a Lightning Record Page, the report must include a chart component. This is because the visualization aspect of the chart is what's displayed on the layout, providing a graphical representation of the report data directly on the record page for quick insights and analysis.

Question: 15

Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which benefit can be expected from KCS adoption?

- A. Reduced administrative overhead
- B. Reduced need for self-service
- C. Reduced issue resolution time

Answer: C

Explanation:

Knowledge-Centered Support (KCS) focuses on integrating knowledge creation and maintenance into the problem-solving process. By adopting KCS, organizations can expect a reduction in issue resolution time as service agents have quicker access to solutions and knowledge articles, enabling faster responses to customer inquiries and issues.

Question: 16

Cloud Kicks has recently started using Entitlements within its support process. Service agents are selecting entitlements with similar names that are incorrectly associated with the account assigned on the case.

What should a consultant recommend to meet the requirements and help service agents?

- A. Enable lookup filters.
- B. Configure a Quick Action.
- C. Set OWD sharing to Private.

Answer: A

Explanation:

Lookup filters can be used to restrict the Entitlements that service agents can select based on specific criteria, such as the account associated with the case. By enabling lookup filters, Cloud Kicks can ensure that agents are only presented with relevant entitlements, reducing the risk of selecting incorrect entitlements and improving the support process's efficiency.

Question: 17

Universal Containers wants to reduce the clicks a customer support agent uses when working on a case. This includes the time it takes to create, resolve, and close the case.

Which Salesforce productivity feature should a consultant use to accomplish this requirement?

- A. Macros
- B. Quick action
- C. Flow

Answer: A

Explanation:

Macros in Salesforce allow users to automate repetitive tasks with a single click, such as creating, updating, and closing cases. Implementing macros can significantly reduce the number of clicks and time customer support agents spend on routine case management tasks, enhancing productivity and allowing them to focus more on resolving customer issues.

Question: 18

Universal Containers has recently implemented a new CTI system, Knowledge base, and Einstein Chatbots to interact with customers. The VP of support and services has asked for additional system improvements to facilitate customer selfservice. What should the consultant recommend?

- A. Have customers search the Knowledge base for solutions.
- B. Provide a toll-free customer support phone number.
- C. Create an Experience Cloud site for customers.

Answer: C

Explanation:

An Experience Cloud site can serve as a self-service customer portal, providing access to a knowledge base, support resources, and community forums where customers can find answers, log cases, and interact with each other and the organization. This solution aligns with the goal of facilitating customer self-service and complements the existing CTI system, Knowledge base, and Einstein Chatbots.

Question: 19

Case closure time at Cloud Kicks (CK) is too high although CK already enabled Knowledge Management. What should the consultant recommend to decrease case closure time?

- A. Add data category groups.
- B. Create synonym groups.
- C. Enable Suggested Articles.

Answer: C

Explanation:

Enabling Suggested Articles in Salesforce Knowledge provides service agents with article recommendations based on case details, helping them find relevant information faster. This feature can decrease case closure times by equipping agents with the knowledge they need to resolve issues more efficiently, enhancing the overall support experience.

Question: 20

Support is divided by product line at Universal Containers. Each product line has its own support reps, queue, articles, and record types. Support reps only work within their product line. To help standardize communications with customers, the support administrator would like to implement quick texts. Quick texts are unique to each product line.

How should the administrator ensure support reps only have access to quick texts for their specific product line?

- A. Create a folder for each product line and share them with public groups.
- B. Set the organization-wide default to Private and create sharing rules to share them with roles.
- C. Add a permission set for Read access to the appropriate product line.

Answer: A

Explanation:

By creating a separate folder for quick texts for each product line and sharing these folders with respective public groups associated with each product line's support reps, Universal Containers can ensure that support reps have access only to the quick texts relevant to their product line. This approach maintains organized access control and supports standardization while catering to the unique needs of each product line.

Question: 21

The support manager at Universal Containers wants to improve visibility to cases across the organization and has decided that product managers should be more involved in the case management process. The support manager has created predefined case teams for each product and trained support agents to add the appropriate case team to each case.

Which solution allows product managers to quickly see and review the cases that are created for their products?

- A. Configure a Case list view filtered by My Cases.
- B. Configure a Case related list on the Product page layout.
- C. Configure a Case list view filtered by My Case Teams.

Answer: C

Explanation:

Configuring a Case list view filtered by "My Case Teams" allows product managers to quickly see and review cases associated with their product teams. This solution leverages the predefined case teams for each product, making it easy for product managers to filter and access relevant cases, improving visibility and involvement in the case management process.

Question: 22

Using the Lightning Service Console, how can a contact center manager see which service agents are currently available to accept new cases?

- A. Omni-Channel Analytics
- B. Omni-Channel Utility component
- C. Omni-Channel Supervisor tab

Answer: C

Explanation:

The Omni-Channel Supervisor tab in the Lightning Service Console provides real-time visibility into the status of service

agents, including who is currently available to accept new cases. This feature allows contact center managers to monitor and manage agent availability and workload effectively, ensuring efficient case distribution.

Question: 23

Cloud Kicks is preparing to launch Service Console to a large set of service agents. Feedback from a pilot group of users revealed they would like a quick way to navigate the console, including changing tabs, saving records, and searching.

What is the recommended feature to improve productivity?

- A. Keyboard shortcuts
- B. Quick text
- E. Custom macros

Answer: A

Explanation:

Keyboard shortcuts in the Lightning Service Console enable service agents to quickly navigate the console, change tabs, save records, and perform searches without relying on mouse clicks. This feature enhances productivity by allowing agents to perform common actions more efficiently, addressing the feedback from the pilot group of users.

Question: 24

A consultant is tasked with creating a dashboard in Salesforce for Cloud Kicks' executives. The dashboard needs to provide insights that will

assist in strategic decision-making.

Which type of report should the consultant include to meet the requirement?

- A. Snapshot reporting that shows trends in the number of cases handled per month, providing a high-level overview of customer service operations
- B. Omni-Channel Analytics detailing specific paths and routing types to evaluate the efficiency of support channel
- C. Detailed CTI analytics reports, such as wait times and handle times, to review individual agent performance

Answer: A

Explanation:

Snapshot reporting on trends in the number of cases handled per month offers executives a high-level overview of customer service operations, enabling them to identify patterns, assess performance, and make informed strategic decisions. This type of report is valuable for understanding service demand and resource allocation over time.

Question: 25

Universal Containers has a category of cases that cannot be solved by a single agent and instead requires a team of experts to triage and resolve the issue. The support manager is interested in solutions that allow the team of experts to collaborate on

these cases.

Which option should the consultant recommend so experts can collaborate in real time?

- A. Add experts to an integrated Slack channel.
- B. Use Email-to-Case to send an email to experts so they can use email threads.
- C. Implement Skills-Based Routing to assign the case to experts.

Answer: A

Explanation:

Integrating a Slack channel for experts to collaborate on complex cases provides a real-time communication platform that supports quick exchange of ideas, files, and updates. This solution fosters teamwork and enables faster resolution of issues that require input from multiple experts.

Question: 26

Cloud Kicks is planning a Service Cloud implementation to reduce the time spent and improve the quality of agent messaging sessions with

customers. After discussions with leadership and the customer service team, the consultant determines that the biggest gains with the least amount of

effort for configuring a standard Einstein for Service feature are from automating standard responses.

Which feature meets this requirement most effectively?

- A. Einstein Reply Recommendations
- B. Einstein Article Recommendations
- C. Einstein Case Wrap-Up

Answer: A

Explanation:

Einstein Reply Recommendations use AI to suggest responses to agents during messaging sessions, automating standard replies and improving efficiency. This feature helps reduce the time spent by agents on crafting responses, thereby enhancing the quality of customer interactions with minimal configuration effort.

Question: 27

Universal Containers wants to move articles from an old database to its new Salesforce Knowledge system. Many of the how-to articles include images that need to be transferred.

What should a consultant consider when moving these images into Salesforce Knowledge?

- A. Add images to an HTML file.
- B. Ensure each image is less than 25 MB.
- C. Change all images to JPEG files.

Answer: B

Explanation:

When moving images into Salesforce Knowledge, it's important to ensure that each image file size does not exceed Salesforce's maximum file size limit, which is typically 25 MB. Adhering to this constraint ensures that images can be successfully uploaded and displayed within Knowledge articles.

Question: 28

Universal Containers (UC) is preparing to implement Service Cloud and wants to onboard its global support team. UC is gathering feedback from the support team about how they will use Service Cloud. Requirements gathering sessions have resulted in a large set of deliverables.

What should a consultant recommend as the next step?

- A. Identify and prioritize the requirements for the minimum viable product.
- B. Prioritize the requirements based on the stakeholder who submitted them.
- C. Prioritize the requirements based on requests from the regions.

Answer: A

Explanation:

Identifying and prioritizing the requirements for a minimum viable product (MVP) allows for a focused and phased approach to the Service Cloud implementation. This strategy ensures that the most critical functionalities are developed and deployed first, providing immediate value while

allowing for iterative enhancements based on feedback and additional requirements.

Question: 29

Universal Containers (UC) is implementing Service Cloud within its North America call center to validate key use cases, system capabilities, and integration patterns. The UC leadership team is concerned that the upcoming Salesforce Release schedule may impact the implementation project's development efforts.

What should a consultant recommend that UC's Salesforce admin do in this scenario?

- A. Postpone the release to the production org so the team can finish the project before the release is deployed.
- B. Disable updates to the sandbox so the team can continue using the solution without the updates from the release.
- C. Opt Bp the sandbox in as a Bp preview org g so the team can conduct testing gp prior to the release being g deployed.

Answer: C

Explanation:

Opting the sandbox in as a preview org allows the UC team to test new Salesforce features and updates in a controlled environment before they are deployed to the production org. This proactive approach helps identify and address potential issues, ensuring that the implementation project is not adversely affected by upcoming Salesforce releases.

Question: 30

Universal Containers has technical support and general customer service teams that use unique Service Console applications.

Which configuration should a consultant use when deploying the console?

- A. Assign the app to the User profile.
- B. Assign a permission set granting the Service User license.
- C. Assign the Service User license to their User record.

Answer: A

Explanation:

Assigning the Service Console application to the User profile ensures that users within specific profiles have access to the appropriate console based on their role and responsibilities. This configuration allows for a customized experience, ensuring that technical support and general customer service teams have access to the tools and information relevant to their unique workflows.

Question: 31

What should a consultant recommend to ensure chat requests contain sufficient information for service agents to respond effectively?

- A. Customize Intents using Einstein Chatbots.
- B. Customize the Lightning Console chat page.
- C. Customize the pre-chat form.

Answer: C

Explanation:

Customizing the pre-chat form allows for the collection of sufficient information from customers before a chat session begins. This ensures that service agents have the context and details needed to respond effectively, improving the efficiency and quality of chat interactions.

Question: 32

Which approach should a consultant use to ensure that Lightning Knowledge searches only display articles for a service agent's product specialization?

- A. Create a data category for each product. Assign data categories to service agents.
- B. Create an article action for each record type. Assign record types to service agents.
- C. Create a permission set for each record type. Assign permissions to service agents.

Answer: A

Explanation:

Creating a data category for each product and assigning these categories to service agents based on their product

specialization ensures that agents only see relevant articles during Lightning Knowledge searches. This approach streamlines access to information and enhances support efficiency for specific product lines.

Question: 33

A service manager at Cloud Kicks has received complaints from customers who speak languages other than English that their cases are taking a long time to be resolved. After investigation, the consultant has determined that these work items fail to be assigned to the correct agents.

What should the consultant recommend that the service manager do first?

- A. Review Assigned Work.
- B. Review Queues Backlog.
- C. Review Skills Backlog.

Answer: C

Explanation:

Reviewing the Skills Backlog allows the service manager to identify any mismatches or delays in assigning cases to agents with the appropriate language skills. Addressing issues in the skills assignment process can help reduce resolution times for non-English speaking customers by ensuring cases are directed to the right agents.

Question: 34

Cloud Kicks (CK) has multiple product lines. CK is preparing to launch a public knowledge base for customers that will have 2,500 articles. The company wants an easy way for users to find relevant articles based on its product.

What is the recommended method to meet the requirement?

- A. Topics for objects
- B. Data Category groups
- C. Screen Flow

Answer: B

Explanation:

Using Data Category groups allows Cloud Kicks to organize their large volume of articles by product, making it easier for users to find relevant information. This method enhances the searchability and user experience of the public knowledge base by categorizing articles in a way that aligns with the company's product lines.

Question: 35

Cloud Kicks provides support to customers across the world and uses Lightning Experience. Service agents have a set of common responses.

Managers would like to consolidate the responses as quick text, translate them to multiple languages, and share them with the correct groups of service agents.

What should a consultant recommend to meet the requirements?

- A. Use custom labels to manage quick text translations.
- B. Share a folder with quick text for each translation.
- C. Share each quick text individually to Public Groups.

Answer: B

Explanation:

Sharing a folder containing quick text translations for each language with the appropriate groups of service agents ensures that agents have access to common responses in the necessary languages. This approach facilitates efficient communication with customers worldwide and streamlines the management of translated quick texts.

Question: 36

Universal Containers wants to notify support managers when a new case has been untouched for more than 2 business hours.

Which approach should a consultant implement?

- A. Establish Case Assignment rules.
- B. Create a Flow with a scheduled path.
- C. Configure Case Escalation rules.

Answer: C

Explanation:

Case Escalation Rules can be configured to escalate cases that have not been touched within a specified timeframe, such as 2 business hours. This ensures that support managers are notified when a case remains untouched beyond the set threshold, allowing for timely intervention and improved case management.

Question: 37

The service team members at Cloud Kicks (CK) are struggling to collaborate with each other on Cases. CK also uses Slack internally.

What should the consultant recommend?

- A. Enable and configure Swarming in Slack.
- B. Create a case team workspace in Slack.
- C. Configure a case notification Slackbot.

Answer: B

Explanation:

Creating a dedicated workspace in Slack for case teams enables real-time collaboration and communication among Cloud Kicks service team members. This approach leverages the existing internal use of Slack, providing a familiar platform for team members to discuss cases, share updates, and collaborate effectively.

Question: 38

A contact center manager wants to measure improvements to capacity planning operations after the implementation of a new workforce management system.

Which metric should a consultant use to assess the success of the new workforce management system?

- A. Number of closed cases
- B. Agent utilization
- C. Deflection rate

Answer: B

Explanation:

Agent utilization is a key metric for assessing the effectiveness of workforce management systems, as it measures the percentage of time agents spend handling customer interactions compared to their available time. Improvements in agent utilization indicate a more efficient allocation of resources and better capacity planning.

Question: 39

Cloud Kicks plans to deploy Service Cloud to customers who will have different levels of support. The consultant is unsure whether Entitlements only or Entitlements plus Service Contracts is the correct solution.

Which question should the consultant ask to determine the preferred solution?

- A. Will customers access Knowledge articles through Experience Cloud?
- B. Is support provided on a periodic basis and renewed annually?
- C. Do multiple versions of the Entitlements need to be created and maintained?

Answer: B

Explanation:

Asking whether support is provided on a periodic basis and renewed annually helps determine the need for Service Contracts in addition to Entitlements. Service Contracts are suitable for situations where support is tied to specific terms and conditions, such as annual support agreements, whereas Entitlements define the types of support a customer is entitled to.

Question: 40

Support agents at Universal Containers are entering customer contact information in multiple ways. Management is concerned about the high likelihood of duplicate customer contact information being entered.

What should the consultant recommend to prevent duplicate records from being created?

- A. Configure and activate Duplicate Management.
- B. Grant "View All Data" and instruct them to search.
- C. Implement Apex triggers for Contact.

Answer: A

Explanation:

To prevent duplicate customer contact information, the recommended approach is to configure and activate Salesforce's built-in Duplicate Management feature. This feature allows for the creation of duplicate rules and matching rules to identify and prevent duplicates at the point of entry. It can be applied to standard objects like Contacts and can provide users with alerts or block duplicates based on the rules set. This proactive approach ensures data quality without requiring excessive manual intervention or extensive access rights like "View All Data."

Question: 41

The support team at Cloud Kicks would like to implement a messaging tool to address common customer feedback and concerns. The support team also wants to extend their support capabilities. What should the consultant recommend to meet the requirement?

- A. Slack Connect
- B. Service GPT
- C. Einstein Bots

Answer: C

Explanation:

Einstein Bots should be recommended to address common customer feedback and concerns while extending support capabilities. Einstein Bots are part of Salesforce's Service Cloud and can be programmed to handle routine customer inquiries, freeing up agents to focus on more complex issues. These bots can be integrated into various messaging platforms, providing a scalable and efficient way to improve customer service and satisfaction.

Question: 42

Cloud Kicks provides support to customers in email, social, and chat channels. Managers want to find a way to improve service agent efficiency.

A recent study found agents spend a lot of time searching for articles, manually copying text from the article, and pasting it into responses.

What should a consultant recommend as a solution?

- A. Set up quick text options in the utility bar to add article links.
- B. Configure Lightning Knowledge component and related list actions.
- C. Configure Lightning Knowledge component to auto attach article PDF.

Answer: B

Explanation:

To improve agent efficiency in finding and using articles, configuring the Lightning Knowledge component and related list actions is advisable. This setup allows agents to easily search for, preview, and insert links to relevant Knowledge articles directly into their responses without leaving their workspace. This streamlined approach reduces the time spent on manual copying and pasting, enhancing productivity and ensuring consistent use of approved content.

Question: 43

Universal Containers (UC) wants to improve customer satisfaction by diversifying its interaction channels. UC's goal is to enhance real-time communication and support.

Which interaction channel should the consultant suggest to UC?

- A. Einstein Bots
- B. Messaging In-app and Web (MIAW)
- C. Experience Cloud sites

Answer: B

Explanation:

To enhance real-time communication and support, Messaging In-app and Web (MIAW) should be suggested. MIAW enables direct, real-time interactions with customers through various messaging platforms, including web chat and mobile messaging. This channel provides a convenient and immediate way for customers to connect with support, improving satisfaction through enhanced accessibility and responsiveness.

Question: 44

Cloud Kicks has implemented a review process for all new Knowledge articles. Each article must be reviewed and approved by a subject matter expert before becoming available to users.

Which step is necessary to make articles visible in all the selected channels?

- A. Click Publish after the Approval Process.
- B. Set the status to Published from the Knowledge approval page.
- C. Set the final approval action to 'Lock the record for editing'.

Answer: A

Explanation:

For new Knowledge articles to be visible in selected channels after a review process, the necessary step is to click "Publish" post-approval. Once an article has been reviewed and approved by the designated subject matter expert, publishing the article makes it available to users across the specified channels. This ensures that only verified and approved content is accessible, maintaining quality and relevance.

Question: 45

Universal Containers wants to develop a new Case Management solution. The end-to-end solution will include integrations with third-party systems.

Following best practices, which development and deployment path should a consultant recommend?

- A. Develop in one sandbox, complete quality assurance in a different sandbox, and then perform user acceptance and integration testing in production.
- B. Develop and test Salesforce functionality in one sandbox, and then rebuild the functionality in production.
- C. Set up separate sandboxes for development, quality assurance, and user acceptance testing, and then move the features to production.

Answer: C

Explanation:

Following best practices for developing a new Case Management solution that includes third-party integrations, it's advisable to use separate sandboxes for different stages of development. This approach allows for isolated environments to develop, test, and validate features before deployment

to production, minimizing risks and ensuring that new functionalities meet user requirements and work as expected in an integrated ecosystem.

Question: 46

Which feature should a consultant recommend to prompt a Tier 2 service representative to take over case processing from Tier 1 and know how far Tier 1 had progressed in troubleshooting?

- A. Path for Cases
- B. Escalation Rules
- C. Einstein Next Best Action

Answer: A

Explanation:

To assist a Tier 2 service representative in taking over case processing from Tier 1 and understanding the troubleshooting progress, "Path for Cases" is recommended. Path visually guides agents through the different stages of a case, providing them with the necessary context and guidance at each step. This feature helps in streamlining the handover process and ensures that Tier 2 representatives are immediately aware of the actions taken by Tier 1, enhancing efficiency and case resolution times.

Question: 47

The support manager at Universal Containers is getting inaccurate agent performance reports. After researching the data, the Salesforce admin has identified hundreds of cases that are closed but still owned by a queue.

Which solution should a consultant recommend?

- A. Use Data Loader periodically to assign these cases to a default owner.
- B. Create a case validation rule to ensure cases are owned by a user when closed.
- C. Create a case assignment rule to ensure cases are owned by a user when closed.

Answer: B

Explanation:

To address the issue of closed cases still owned by a queue, implementing a case validation rule is the most effective solution. This rule can enforce that cases must be transferred to an individual user's ownership before they can be marked as closed. This ensures data accuracy in reports and helps in evaluating agent performance more reliably, as cases will correctly reflect their final ownership status.

Question: 48

Universal Containers (UC) faces challenges in efficiently managing and responding to a growing number of customer queries within Service

Cloud. A consultant is advising on the implementation of chatbots to improve current customer support operations.

Which specific aspect should UC prioritize when implementing chatbots to improve customer support operations?

- A. Focus on scalability for handling high inquiry volume.
- B. Work on integrating with social media platforms.
- C. Emphasize continuous monitoring of chat.

Answer: A

Explanation:

When implementing chatbots to improve customer support operations, prioritizing scalability is crucial. Scalability ensures that the chatbot system can handle a high volume of inquiries efficiently, without compromising response times or customer experience. This focus helps in managing peak periods and growing customer bases, making chatbots a sustainable solution for enhancing support operations.

Question: 49

Universal Containers wants customers to have the ability to log cases with structured data and route based on urgency and product line.

How should a consultant accomplish this?

- A. Standard Web-to-Case with assignment rules
- B. Omni-Channel with prioritized queues
- C. Standard Email-to-Case with assignment rules

Answer: A

Explanation:

To enable customers to log cases with structured data and route them based on urgency and product line, using Standard Web-to-Case with assignment rules is recommended. This feature allows for the creation of web forms that customers can fill out, which then become cases in Salesforce.

Assignment rules can then be used to automatically route these cases to the appropriate teams or agents based on predefined criteria, ensuring efficient and relevant case handling.

Question: 50

Universal Containers has a well-defined support process for cases which includes the following statuses:

- * New
- * Assigned
- * In Progress
- * Waiting On Customer
- * Closed

The support manager has noticed an increase in the average age of a case and wants to understand how long a case is in each status.

Which report type should the consultant consider when collecting data for the support manager?

- A. Case Lifecycle
- B. Cases with Milestones
- C. Case History

Answer: C

Explanation:

For analyzing the duration cases spend in each status, the "Case History" report type is most suitable. This report tracks all changes made to a case, including status updates, providing a detailed timeline of a case's progression. This data enables the support manager to identify bottlenecks or stages where cases are delayed, facilitating targeted improvements in the support process.

Question: 51

Universal Containers has created permission sets granting access to objects and fields in one of its sandboxes. Following best practices, how should a consultant deploy these permission sets to production?

- A. Use a change set.
- B. Re-create them manually.
- C. Use Salesforce Workbench.

Answer: A

Explanation:

The best practice for deploying permission sets from a sandbox to production is to use a change set. Change sets allow administrators to push configurations, including permission sets, directly from one Salesforce environment to another. This ensures a smooth and error-free transfer of configurations, maintaining the integrity of permissions and access controls in the production environment.

Question: 52

Universal Containers provides customers with different service levels based on their services agreement. The VP of customer service wants to use Service Cloud to track when cases have yet to reach certain stages and ensure that senior management is alerted accordingly.

Which feature should a consultant recommend to address this requirement?

- A. Reports and Dashboards
- B. Entitlements and Milestones
- C. Service Contracts

Answer: B

Explanation:

To track case progress against service levels and alert senior management for cases not reaching

certain stages, Entitlements and Milestones within Service Cloud are recommended. This feature enables organizations to define specific service levels and the associated timelines for case resolution. Milestones can be used to monitor critical stages in case resolution, and actions can be configured to alert management if cases are at risk of breaching service levels.

Question: 53

Universal Containers recently deployed a Salesforce Knowledge implementation and wants to evaluate the quality of the articles being produced.

What should the consultant recommend to gather information efficiently on Knowledge article usefulness?

- A. Develop custom Knowledge reports and dashboards.
- B. Create a review board to evaluate and manage Knowledge articles.
- C. Install the Knowledge Base Dashboards & Reports AppExchange package.

Answer: C

Explanation:

To efficiently gather information on Knowledge article usefulness, installing the Knowledge Base Dashboards & Reports package from Salesforce AppExchange is advisable. This package provides prebuilt reports and dashboards designed specifically for Salesforce Knowledge, enabling quick insights into article performance, usage, and feedback, facilitating continuous improvement in Knowledge management.

Question: 54

Cloud Kicks (CK) uses Lightning Knowledge and has set up Data Categories. CK uses Data Category Visibility to control access based on products and geographic location. The admin plans to enable 'Use standard Salesforce sharing' in Sharing Settings under Knowledge Settings.

Which consideration should the admin be aware of when making this change?

- A. Data Category Visibility of All Categories provides Public Read-Only access.
- B. Data Category Visibility of Custom overrides organization-wide default sharing access.
- C. Data Categories no longer control access to articles.

Answer: C

Explanation:

Upon enabling 'Use standard Salesforce sharing' in Knowledge Settings, it's crucial to understand that Data Category Visibility will no longer control access to articles. Instead, standard Salesforce sharing rules and permissions will govern article access, making it important to carefully configure these settings to maintain the desired level of access control and visibility based on the organization's requirements.

Question: 55

After migrating to Lightning Experience, users are complaining that they are unable to create a Knowledge article when closing a case.

How should the consultant resolve this issue?

- A. Inform users that the only way to create articles is from the Knowledge component.
- B. Enable Read/Write/Create permissions for Knowledge articles.
- C. Add the Manage Salesforce Knowledge permission to the user's profile.

Answer: C

Explanation:

To resolve the issue of users being unable to create Knowledge articles when closing a case after migrating to Lightning Experience, adding the 'Manage Salesforce Knowledge' permission to the user's profile is necessary. This permission enables users to create, edit, and publish Knowledge articles, ensuring that they can contribute to the Knowledge base directly from case records, enhancing the support process.

Question: 56

Universal Containers' support team requires its customers to submit their support inquiries via free form email (Outlook, Gmail, Yahoo, etc.).

Additional requirements are listed below:

- * Support attachments up to 25 MB per inquiry
- * Under 2,500 inquiries per day

Which configuration solution should a consultant recommend to meet these requirements?

- A. On-Demand Email-to-Case
- B. Heroku Connect
- C. Email-to-Case

Answer: A

Explanation:

For supporting attachments up to 25 MB and handling under 2,500 inquiries per day via free-form email, On-Demand Email-to-Case is the recommended solution. On-Demand Email-to-Case processes emails and attachments without requiring an email server, and is suitable for the specified volume and attachment size requirements, ensuring efficient case creation from customer emails.

Question: 57

Cloud Kicks recently deployed an Omni-Channel implementation. A set of service agents that handle security-related issues have complained that case records are being routed to them incorrectly.

What should a consultant do first to validate that the Omni-Channel implementation is routing correctly?

- A. Open the relevant record being routed.
- B. Debug Omni-Channel routing from Setup.
- C. Open the Omni-Channel Supervisor tab.

Answer: C

Explanation:

To validate that Omni-Channel routing is functioning correctly, especially when agents report incorrect case routing, the

first step should be to open the Omni-Channel Supervisor tab. This tool provides real-time visibility into the routing and handling of work items, allowing consultants to monitor and troubleshoot routing configurations and ensure that cases are directed to the appropriate agents based on predefined criteria.

Question: 58

Cloud Kicks (CK) uses Lightning Dialer and one-click calling to initiate phone calls to customers. CK has recently received complaints from customers who have set their communication preferences to email only or text only. What is the most efficient solution the consultant should use to meet the requirements?

- A. Remove the phone number from the page layout.
- B. Use Dynamic Forms to hide the phone number.
- C. Set the Contact Do Not Call field value to True.

Answer: C

Explanation:

To address customer complaints about receiving calls despite preferences for email or text communication, setting the 'Do Not Call' field value to True on Contact records is the most efficient solution. This ensures that Lightning Dialer respects communication preferences, preventing calls to customers who have opted out, thereby enhancing customer satisfaction and adherence to communication preferences.

Question: 59

Cloud Kicks' customers use a proprietary ecommerce site to order customized shoes. While the shoes are being made, customers want to check their order status frequently.

Which method should the consultant recommend to provide automated self-service on an ecommerce site?

- A. Configure a Visual Remote Assistant.
- B. Create an Einstein Bot.
- C. Build a Screen Flow.

Answer: B

Explanation:

To provide automated self-service on an ecommerce site for customers to check order status, creating an Einstein Bot is recommended. Einstein Bots can be integrated into websites and

configured to provide real-time, automated responses to common customer inquiries, such as order status updates, enhancing the customer experience by providing instant access to information without human intervention.

Question: 60

Universal Containers implemented Case Management to support business-to-consumer (B2C) customers. One custom field includes the customer's Personal Identifiable Information (PII) data. When a case is submitted, an account manager requires Read-Only access and needs to view the customer's PII data. A support engineer requires Read and Write access but no visibility into the customer's PII data.

Which solution should a consultant recommend to meet the requirements?

- A. Configure View All for the Case object and field-level security.
- B. Configure Case Team with Read Write and field-level security.
- C. Configure OWD for the Case object and implement Salesforce Shield.

Answer: B

Explanation:

To meet the requirements of different access levels for account managers and support engineers, configuring Case Teams with appropriate roles and applying field-level security to the Personal Identifiable Information (PII) data field is advisable. This approach allows for granular control over access to case information and PII data, ensuring that each role has the necessary permissions while maintaining data privacy and security.

Question: 61

Universal Containers (UC) has Excel files of customer data maintained by its service reps. All of the service reps have worked with the same customer contacts. UC wants to ensure that its Salesforce instance has clean data. Which best practice should a consultant recommend?

- A. Deduplicate the data before importing into Salesforce.
- B. Import the records and create a Flow to change the data type.
- C. Import the records and use Duplicate Management.

Answer: A

Explanation:

The best practice to ensure clean data in Salesforce when importing customer data from Excel files is to deduplicate the data before the import process. This involves identifying and merging duplicate records, ensuring that only unique and accurate data is imported into Salesforce. This proactive step prevents data quality issues and maintains the integrity of the Salesforce database.

Question: 62

Universal Containers (UC) has a service-level agreement (SLA) with customers that requires an agent

to take ownership of and respond to incoming cases within 2 hours of case creation.

Which best practice will help UC meet its SLA?

- A. Assign cases to queues and use Escalation Rules to escalate cases that remain unassigned to an agent within 1 hour.
- B. Use Flow Builder to assign a task to all members of a queue if a case remains unassigned to any agent within 1 hour.
- C. Use case auto-response rules to send an email to support managers within 1 hour of case creation.

Answer: A

Explanation:

To meet the SLA of responding to incoming cases within 2 hours, assigning cases to queues and using Escalation Rules to escalate unassigned cases within 1 hour is the best practice. This approach ensures that cases are promptly assigned to the appropriate agents, and escalation rules help to prioritize and alert agents or managers to cases at risk of breaching the SLA, facilitating timely responses.

Question: 63

Universal Containers' customers prefer speaking to a live support agent for complex product issues.

This results in a high volume of phone calls

and customer dissatisfaction about long hold times.

Which functionality should the consultant recommend to address the problem?

- A. Embedded Chat window
- B. Contact requests
- C. Web-to-Case

Answer: A

Explanation:

To address customer dissatisfaction with long hold times for phone support, embedding a Chat window on the company's website or customer portal is recommended. This provides an alternative real-time communication channel, allowing customers to quickly connect with live support agents for complex issues without the need for phone calls, reducing wait times and improving customer satisfaction.

Question: 64

Cloud Kicks (CK) supports customers through chat. Service agents have reported multiple instances where customers have used abusive

language. CK wants a way to prevent abusive customers from starting future chat sessions.

What is the recommended feature to meet the requirement?

- A. Create sensitive data rules.
- B. Enable Assistance Flag Configuration setting.
- C. Create an IP blocking rule.

Answer: C

Explanation:

To prevent customers who use abusive language from starting future chat sessions, creating an IP blocking rule is the recommended feature. This allows administrators to block specific IP addresses from accessing the chat service, effectively preventing abusive customers from initiating new sessions and maintaining a positive and safe environment for both customers and service agents.

Question: 65

Managers at Cloud Kicks often need to update the Case Type field for up to 75 cases at one time using list views.

Which Service Console productivity tool should a consultant recommend?

- A. Run a macro on each case.
- B. Use a mass Quick Action.
- C. Use a keyboard shortcut.

Answer: B

Explanation:

For managers at Cloud Kicks who need to update the Case Type field for multiple cases at once using list views, utilizing a mass Quick Action is the recommended Service Console productivity tool. Mass Quick Actions allow users to make updates to multiple records simultaneously from a list view, streamlining the process of updating case information and enhancing efficiency in case management workflows.

Question: 66

How should a consultant configure a report that shows the average number of days that Cases stay open?

- A. Create a formula field on Case to calculate the average age.
- B. Create a report snapshot of the number of open Cases each day.
- C. Use the standard Case age field on the report.

Answer: A

Explanation:

To report the average number of days that Cases stay open, creating a formula field on the Case object to calculate the age of each case is effective. This formula can calculate the difference between the case creation date and the current date (for open cases) or the closed date (for closed cases). A report can then aggregate this data to calculate the average age of cases, providing insights into case resolution times.

Question: 67

Cloud Kicks (CK) wants to explore having a full Incident Management, Swarming, and Change Management process to provide a foundation for its auditing and governance needs. CK also wants interactive recommendations for every department during this process.

Besides implementing Incident Management and Service Cloud for Slack, what should a consultant recommend for the full solution?

- A. Implement flow orchestration with Work Guides
- B. Implement a third-party app from AppExchange.
- C. Implement Guidance for Success and Knowledge articles.

Answer: A

Explanation:

For a full Incident Management, Swarming, and Change Management process that includes interactive recommendations, implementing flow orchestration with Work Guides is recommended. Work Guides provide step-by-step guidance and can orchestrate complex processes across departments, ensuring adherence to auditing and governance requirements while offering interactive, context-specific recommendations.

Question: 68

Universal Containers (UC) recently expanded sales to Mexico and Canada.

a. UC wants OmniChannel to route cases to agents who speak the customer's preferred language and have the right knowledge to solve the issue.

Which solution should a consultant recommend to meet the requirements?

- A. Configure Omni-Channel Skills-based Routing.
- B. Configure Case Assignment rule and Omni-Channel Supervisor.
- C. Configure Omni-Channel Queue-Based Routing.

Answer: A

Explanation:

To meet the requirement of routing cases based on language proficiency and knowledge area, OmniChannel Skills-based Routing is the best solution. Skills-based routing allows cases to be directed to agents who possess the specific skills required to handle the case, such as language fluency and product expertise, ensuring efficient and effective case resolution.

Question: 69

Universal Containers (UC) has regional contact centers around the world. UC has

implemented Service Cloud with the organization wide default for Cases set to Private. The UC role hierarchy is set up by region. Support managers want to see support metrics for their region by default. UC needs a scalable solution.

Which strategy should a consultant recommend?

- A. Create a dashboard using Reporting Snapshots.
- B. Create a dashboard for each support manager.
- C. Create a Dynamic Dashboard.

Answer: C

Explanation:

For a scalable solution that allows support managers to see regional support metrics by default, creating a Dynamic Dashboard is advisable. Dynamic Dashboards display data according to the viewer's access permissions and role hierarchy, enabling each support manager to view metrics specific to their region automatically, without the need for multiple individual dashboards.

Question: 70

Universal Containers (UC) wants to improve case management by assigning cases to agents based on their relevant product specialization. UC also wants to automatically assign agents to the next case to evenly distribute the case workload.

Which Omni-Channel feature meets the requirements?

- A. Use the most available routing model.
- B. Use Most Cases Closed report.

C. Use the agents' Presence Status.

Answer: A

Explanation:

To assign cases based on agents' product specialization and ensure even distribution of case workload, using Omni-Channel's "Most Available" routing model is suitable. This model assigns work based on agents' capacity and specialization, balancing the workload among agents while ensuring cases are matched with the appropriate expertise.

Question: 71

The support management team at Universal Containers has noticed an increase in wait times over the last several months when customers call in for support.

What should a consultant recommend to help decrease customer wait times?

- A. Set up analytical snapshots to capture key case information and create historical trending reports.
- B. Create reports to analyze data in order to understand peak times and ensure adequate.
- C. Create case escalation rules to route high-priority cases directly to supervisors for resolution.

Answer: B

Explanation:

To decrease customer wait times, creating reports to analyze call volume and identify peak times is recommended. Understanding peak periods allows for strategic staffing and resource allocation, ensuring that enough agents are available to handle the increased volume, thus reducing customer wait times.

Question: 72

A recent work task analysis for a service center revealed that service agents perform the same steps when closing a case and sending a survey through email. These steps take around 1 minute per case. With millions of cases closed each year, it is important to improve efficiency of this operation. the

What is a recommended Service Cloud feature that improves the process?

- A. Macros
- B. Global Quick Action
- C. Quick text

Answer: A

Explanation:

To improve the efficiency of the repetitive task of closing cases and sending surveys, using Macros in Service Cloud is recommended. Macros automate repetitive tasks with a single click, significantly reducing the time required per case and increasing overall operational efficiency, especially with a high volume of cases.

Question: 73

Universal Containers wants to offer its customers interactive chat as well as case processing. The same team of service agents will be handling both types of communication from customers. Which solution should a consultant recommend to ensure that service agents are only assigned an appropriate number of issues?

- A. Case assignment rules
- B. Omni-Channel
- C. Case team

Answer: B

Explanation:

To ensure service agents handling both chat and case processing are assigned an appropriate number of issues, Omni-Channel is the solution. Omni-Channel's capacity management features ensure that agents are not overloaded with work items, maintaining a manageable workload and improving efficiency and response times.

Question: 74

Universal Containers wants to allow customers to send messages to agents in Service Console via their preferred mobile app.

Which feature should a consultant recommend?

- A. Einstein Bots
- B. OmniStudio
- C. Messaging

Answer: C

Explanation:

To enable customers to send messages via their preferred mobile app to agents in the Service Console, the "Messaging" feature in Salesforce is recommended. This feature integrates various messaging platforms with the Service Cloud, allowing agents to communicate with customers through their preferred channels, enhancing customer experience and engagement.

Question: 75

Cloud Kicks needs to onboard new employees and deliver new hire training more efficiently. This includes providing access to job information such as benefits, internal job openings, and mandatory employee training.

What should the consultant recommend to meet the requirements?

- A. Trailhead
- B. Einstein Next Best Action
- C. Experience Cloud site

Answer: A

Explanation:

For efficient onboarding and training of new employees, including access to job information, benefits, internal job openings, and mandatory training, Trailhead is the recommended solution. Trailhead provides a gamified, interactive learning experience, allowing employees to engage in self-paced learning modules tailored to their roles and the organization's processes.

Question: 76

Which advantage does Salesforce provide with the OpenCTI framework?

- A. Developers can Integrate with any telephony platform available with minimal need for customization.
- B. Agents can use telephony on a wide range of browsers and operating systems while only developing once.
- C. Agents can run their softphone at the operating system level, embedded in the task bar or system tray.

Answer: B

Explanation:

Salesforce's OpenCTI (Computer Telephony Integration) framework offers the advantage of allowing agents to use telephony across various browsers and operating systems without the need for multiple developments. This cross-platform compatibility ensures a consistent user experience and simplifies telephony integration within Salesforce, enhancing efficiency and accessibility for service agents.

Question: 77

Universal Containers (UC) has created a new partner onboarding process that requires an agent to create 10 open activities that correlate to a step of the onboarding experience. UC typically adds 20 new partners a week. Creating activities is labor intensive and can take up to 20 minutes each to complete.

What is a cost-effective method for agents to create these activities?

- A. Execute a macro
- B. Navigate a Screen Flow.
- C. Leverage Einstein Case Wrap-Up.

Answer: A

Explanation:

To efficiently create multiple activities related to the new partner onboarding process, executing a macro is a cost-effective method. Macros automate repetitive tasks, allowing agents to quickly generate the required activities for each step of the onboarding process, saving time and reducing manual effort.

Question: 78

Universal Containers wants to ensure the contracted service level requirements for its customers are being met. What should a consultant configure to meet this requirement?

- A. Entitlement processes, contract line items, milestone, and entitlements
- B. Entitlement processes, milestones, milestone actions, and entitlements
- C. Entitlement processes, contracts, contract line items, and entitlements

Answer: B

Explanation:

To ensure contracted service level requirements are met, configuring Entitlement Processes, Milestones, Milestone Actions, and Entitlements is essential. This setup allows for defining specific support processes tied to service contracts, tracking progress against milestones, and taking predefined actions to meet or exceed service levels, ensuring compliance with contractual obligations.

Question: 79

Which Salesforce resource can be attached to a customer email using standard Case Management capabilities?

- A. Knowledge articles suggested by Einstein
- B. Upcoming Milestones for the Case's Entitlement
- C. Internal Chatter posts about the Case

Answer: A

Explanation:

Salesforce enables the attachment of Knowledge articles suggested by Einstein to customer emails as part of standard Case Management capabilities. This feature leverages Einstein's AI to suggest relevant articles based on case context, allowing agents to provide helpful information and resources directly to customers, enhancing support quality and efficiency.

Question: 80

Universal Containers is implementing Service Cloud to make the workflow more efficient and improve customer support.

When setting up Service Cloud, which aspect is crucial to ensure that service agents have access to the right customer information?

- A. Optimizing the user interface for improved usability
- B. Tailoring the objects to expose specific customer data
- C. Enhancing user profiles for customer services

Answer: A

Explanation:

When setting up Service Cloud, optimizing the user interface for improved usability is crucial to ensure service agents have access to the right customer information. A well-designed UI enhances navigation and access to relevant data, enabling agents to resolve customer issues more efficiently and effectively, improving overall service quality and customer satisfaction.

Question: 81

The support manager at Universal Containers wants to measure first-call resolution by channel, agent, and calendar month.

Which reporting solution should the consultant recommend?

- A. Create a report using Grouping.
- B. Create a reporting snapshot.
- C. Create a joined report.

Answer: C

Explanation:

To measure first-call resolution by channel, agent, and calendar month, a joined report is recommended. This type of report allows the combination of related reports into a single report with multiple blocks, enabling the analysis of data across different dimensions such as communication channels, individual agent performance, and timeframes, providing a comprehensive view of first-call resolution metrics.

Question: 82

Cloud Kicks (CK) uses Service Cloud and Slack. For difficult cases, service agents want to create a swarm in Slack to pull in experts from multiple CK departments.

What should the consultant recommend to an agent who wants to launch a Slack Swarm?

- A. Escalation rules
- B. Apex trigger
- C. Quick Action

Answer: C

Explanation:

For agents wanting to launch a Slack Swarm for difficult cases, recommending the creation of a Quick Action in Service Cloud is suitable. This Quick Action can be configured to initiate a swarm in Slack, pulling in experts from multiple departments efficiently, enhancing collaboration and problemsolving for complex cases.

Question: 83

Universal Containers wants to help customers resolve issues by browsing Knowledge articles and submitting a case if they need more information.

What should the consultant recommend to meet the requirements?

- A. Enable Chat in an Experience Cloud site.
- B. Create a self-service help center.
- C. Allow comments on Knowledge articles.

Answer: B

Explanation:

To help customers resolve issues by browsing Knowledge articles and submitting a case if needed, creating a self-service help center is advised. This can be achieved using Experience Cloud, providing a centralized platform where customers can access Knowledge articles, FAQs, and submit cases directly, enhancing the self-service experience.

Question: 84

What is a common deflection technique to reduce the number of interactions for a contact center?

- A. Suggest articles for an Email-to-Case question.
- B. Recommend articles prior to a Chat session.
- C. Recommend articles during a call from a support agent.

Answer: B

Explanation:

A common deflection technique to reduce contact center interactions is to recommend Knowledge articles to customers before they initiate a Chat session. This proactive approach can resolve customer queries without the need for direct agent interaction, improving efficiency and customer satisfaction by providing immediate solutions.

Question: 85

Universal Containers wants to automate the process of case creation. While conducting a business process review, the consultant learned that customers sometimes upload digital pictures of the problem. Following best practices, which solution should a consultant recommend?

- A. Email-to-Case
- B. AppExchange package
- C. Web-to-Case

Answer: A

Explanation:

For automating case creation and accommodating customers who upload digital pictures, Email-to-Case is the best practice solution. It allows customers to send emails with attachments, which are automatically converted into cases, including the digital pictures, streamlining the case creation process and improving response times.

Question: 86

Cloud Kicks (CK) started out as a small shoe company. Now, CK is growing and needs to meet changing customer expectations while also uplifting agent skill sets and organizational success. In which order would a consultant work through a high-level discussion and planning session with CK?

- A. Gather organizational vision, map processes, plan metrics, and plan for user feedback.
- B. Gather organizational vision, map processes, plan for user feedback, and define metrics.
- C. Gather organizational vision, match appropriate metrics, plan for user feedback, and map processes.

Answer: A

Explanation:

In planning sessions with Cloud Kicks, the recommended approach is to first gather organizational vision, then map out processes, plan key performance metrics, and finally, incorporate a plan for

gathering user feedback. This structured approach ensures alignment with organizational goals, efficiency in processes, measurable outcomes, and continuous improvement based on feedback.

Question: 87

An organization has requested guidance on how to delete customers' personal data when they are no longer associated with the company to stay compliant with global data protection and privacy regulations.

Which solution should the consultant recommend to meet the requirement?

- A. Search for all customer information in production and manually edit the fields of each record to scramble the data so that it is no longer searchable
- B. Search and remove all customer information, including records and in unindexed freetext fields, and refresh sandboxes to ensure no data retention.
- C. Search for all customer information across environments and deactivate accounts or Experience Cloud users associated with the contact.

Answer: B

Explanation:

To comply with global data protection and privacy regulations, the consultant should recommend systematically searching for and removing all customer personal data from production and sandbox environments. This includes data in records and unindexed free text fields, followed by refreshing sandboxes to eliminate any residual data, ensuring compliance and safeguarding customer privacy.

Question: 88

Cloud Kicks' development team must manage multiple projects that compete for limited resources. The team needs to change directions often and start urgent work quickly.

Which step should a consultant recommend completing before beginning the build phase?

- A. Test
- B. Design
- C. Enablement

Answer: B

Explanation:

Before beginning the build phase, especially in a dynamic environment with multiple projects and limited resources, it's crucial to complete the Design step. This involves defining the architecture, user experience, and functional requirements, ensuring that the development team has a clear blueprint to follow, which can adapt to changes and prioritize urgent work efficiently.

Question: 89

Universal Containers (UC) is configuring a self-service page for customers to find Knowledge articles and create cases.

UC has recently requested that an Einstein Bot be placed on the page, but

wants to ensure that the bot only directs cases to live agents during normal business hours and observes holidays. How should a consultant meet this requirement?

- A. Configure the Einstein Bot to direct customers to an agent except for designated holidays and instruct Omni-Channel agents to sign off at the end of business
- B. Configure the Einstein Bot with a default message when customers log a case letting them know they should expect a delayed response outside of business hours, hours or on holidays.
- C. Configure the Einstein Bot with an Action that queries for the Default Business Hours and active Holiday records and directs the customer to a case form when agents are unavailable.

Answer: C

Explanation:

To meet the requirement of directing cases to live agents only during business hours and considering holidays, configuring the Einstein Bot with an action to check for Default Business Hours and active Holiday records is recommended. This ensures that customers are directed to submit a case form when live agent support is not available, maintaining service expectations.

Question: 90

The customer's support team at Universal Containers (UC) has noticed a large increase in Case Resolution times recently. UC wants to use Einstein for Service to help agents locate the relevant information more quickly. Which feature should the consultant recommend?

- A. Einstein Bots 27: B is correct answer
- B. Einstein Article Recommendations
- C. Einstein Reply Recommendations

Answer: B

Explanation:

To help agents locate relevant information more quickly and address the increase in case resolution times, recommending the use of Einstein Article Recommendations is appropriate. This feature uses AI to suggest relevant Knowledge articles to agents based on the case context, enhancing efficiency and accuracy in resolving customer queries.

Question: 91

Universal Containers has a case handling process that requires each case to go through a series of steps within a specified amount of time from case submission to case closure.

Which solution should a consultant recommend to meet these requirements?

- A. Define entitlements and milestones.
- B. Enable and configure Omni-Channel routing.
- C. Implement Lightning flow with time-based actions.

Answer: A

Explanation:

To manage a case handling process that requires each case to go through a series of time-bound steps, defining entitlements and milestones is the recommended solution. This setup allows for the specification of service levels, tracking progress against defined milestones, and ensuring cases progress in a timely manner from submission to closure.

Question: 92

A company is planning for the migration of an existing external knowledge base into Salesforce Knowledge. Which set of factors should be considered when selecting the articles to migrate?

- A. Original creation date and total number of article views in the last year
- B. Last modified date and terms searched frequently in the last year
- C. Last modified date and total number of article view in the last year

Answer: C

Explanation:

When selecting articles for migration into Salesforce Knowledge, considering the last modified date and total number of article views in the last year is important. This ensures that the most current and frequently referenced content is prioritized, enhancing the relevance and utility of the knowledge base in Salesforce.

Question: 93

The call center manager at Universal Containers wants to generate daily reports to monitor agent productivity trends.

Which primary object should a consultant select to create a new Omni-Channel report type?

- A. Agent Detail
- B. Agent Work
- C. Assigned Work

Answer: B

Explanation:

To monitor agent productivity trends, creating a new report type based on the "Agent Work" object is recommended. This object captures detailed information about the work assigned to and completed by agents, enabling the generation of daily reports that provide insights into productivity trends and areas for improvement.

Question: 94

Universal Containers (UC) is in the process of setting up Experience Cloud. UC needs to give customers access to their agreed upon response times via the portal.

Which solution should a consultant recommend?

- A. Milestones
- B. Service Contracts
- C. Maintenance Plans

Answer: B

Explanation:

To provide customers with access to their agreed-upon response times via the portal, configuring Service Contracts in Experience Cloud is advisable. Service Contracts can detail the specific service levels agreed upon, and making this information accessible through the portal ensures transparency and sets clear expectations for service delivery.

Question: 95

Metrics show that Universal Containers has a high call abandonment rate using Service Cloud Voice. Which strategy should a consultant recommend?

- A. Set up escalation rules.
- B. Set up self-service Knowledge.
- C. Set up assignment rules and case queues.

Answer: B

Explanation:

To address a high call abandonment rate, setting up self-service Knowledge in Service Cloud Voice is recommended. Providing customers with easy access to Knowledge articles enables them to find answers to their queries without the need for direct agent interaction, potentially reducing call volumes and call abandonment rates by offering alternative solutions.

Question: 96

Cloud Kicks (CK) uses Lightning Experience and Lightning Knowledge in its service center. CK wants an easy way for service agents to create new articles when closing a case. The new article should include appropriate details from the case to make it useful for others.

What is the recommended method to meet the requirements?

- A. Develop a globally-shared macro to create a new article.
- B. Use a trigger to automatically create a new article.
- C. Create a Quick Action to map case fields to a new article

Answer: C

Explanation:

To facilitate easy creation of new articles by service agents when closing a case, a Quick Action can be configured to map relevant case fields directly to a new Knowledge article. This streamlines the process of capturing case resolutions as reusable knowledge, making it easily accessible for other agents and enhancing the overall efficiency of the service center.

Question: 97

Universal Containers (UC) provides customer support for two separate business groups. UC requires that cases for each business group have different support processes and fields.

Which feature should a consultant implement to meet the requirement?

- A. Omni-Channel
- B. Record Types
- C. Dynamic Forms

Answer: B

Explanation:

For Universal Containers to manage different support processes and fields for two separate business groups, implementing Record Types is recommended. Record Types allow the creation of distinct page layouts for each business group, enabling customization of support processes and fields to meet the specific needs of each group, ensuring effective and organized case management.

Question: 98

Cloud Kicks (CK) wants to provide its authenticated customers with a top-tier support experience. CK Ants to allow asynchronous conversations, conversations across devices, and Estimated Wait Time transparency. CK currently uses an external website to deliver its chat support offering.

What should a consultant recommend to provide these newer capabilities?

- A. Einstein Bots
- B. Messaging for Web
- D. AppExchange package

Answer: B

Explanation:

To provide top-tier support features such as asynchronous conversations, cross-device support, and Estimated Wait Time transparency, Messaging for Web is recommended. This feature enhances the chat support experience on external websites, offering modern communication capabilities that meet customer expectations for flexible and informed support interactions.

Question: 99

Universal Containers (UC) has hired a consulting firm to implement Service Cloud for its

contact center for the first time. The project requires quick iterations and speedy completion. UC has requested frequent updates from the project team for check-ins and refinement.

Which methodology should the consultant recommend given the requirements?

- A. Waterfall
- B. Hybrid
- C. Agile

Answer: C

Explanation:

Given the requirements for quick iterations, speedy completion, and frequent updates, the Agile methodology is

recommended. Agile allows for adaptive planning, evolutionary development, early delivery, and continuous improvement, facilitating rapid response to changes and ensuring close collaboration with the client for regular feedback and refinement.

Question: 100

The cost of providing contact center support has steadily increased. Universal Containers wants to take cost-saving measures.

What should the consultant recommend?

- A. Configure a self-service Knowledge Base.
- B. Configure Skills-Based Routing for service channels.
- C. Create auto-response templates for Case emails.

Answer: A

Explanation:

To reduce the cost of providing contact center support, configuring a self-service Knowledge Base is advisable. This enables customers to find answers to their queries without needing to contact support agents directly, potentially reducing the volume of support inquiries and associated costs, while also improving customer satisfaction through quick self-resolution.

Question: 101

Universal Containers (UC) has a policy that requires all email traffic to remain within its firewall. UC receives up to 2,000 cases per day, some of which include large email attachments from customers. When implementing Salesforce in this scenario, which solution should a consultant recommend?

- A. Email-to-Case
- B. Demand Email-to-Case
- C. Email relay

Answer: A

Explanation:

For Universal Containers, which requires all email traffic to remain within its firewall and handles a high volume of cases with attachments, Email-to-Case is the recommended solution. Email-to-Case allows emails to be converted into cases within Salesforce while keeping email data secure within the company's firewall, accommodating the need for security and efficiency in handling customer cases.

Question: 102

Cloud Kicks uses Einstein Next Best Action to help service agents when working on a customer case. Multiple service agents work on the same case.

What should a consultant configure to show service agents when items were started, paused, resumed, and completed?

- A. Case History related list

- B. Actions & Recommendations component
- C. Activity analytics tab

Answer: B

Explanation:

To show service agents when items were started, paused, resumed, and completed in Einstein Next Best Action, configuring the Actions & Recommendations component is recommended. This component provides visibility into the actions taken on a case, including the status of each action, enhancing transparency and collaboration among agents working on the same case.

Question: 103

Cloud Kicks has recently implemented two-way mobile messaging to increase the efficiency of the support team. The company uses key performance indicators (KPIs) to measure the success of the implementation.

Which metric should a consultant use to measure the effectiveness of two-way mobile messaging?

- A. Average Handle Time
- B. Reduced Call Volume
- C. Total Open Cases

Answer: A

Explanation:

To measure the effectiveness of two-way mobile messaging, the Average Handle Time (AHT) metric is suitable. AHT assesses the efficiency of conversations and problem resolution through messaging, providing insights into how this channel impacts support team performance and customer satisfaction, helping to evaluate the success of the implementation.

Question: 104

Cloud Kicks will use the Salesforce Knowledge Article Importer to migrate existing articles from another knowledge base. The current knowledge base includes how-to guides written in HTML. What is the recommended method to import the how-to guides into Salesforce Knowledge?

- A. Change the HTML format first to support subfields.
- B. Create an HTML file for each rich text area field.
- C. Modify the import parameters to specify HTML encoding.

Answer: B

Explanation:

For importing how-to guides written in HTML into Salesforce Knowledge, creating an HTML file for each rich text area field in the Knowledge article format is recommended. This method ensures that the HTML content is properly mapped and displayed within Salesforce Knowledge articles, preserving the formatting and structure of the original guides.

Question: 105

Cloud Kicks (CK) often needs to seek assistance within its organization to resolve cases with its customers. Sometimes, CK needs partners to engage as well. CK wants a solution that is the most effective for case communication while documenting the conversation history. Which feature should the consultant recommend to meet the requirement?

- A. Use Slack for Service for Case Swarming.
- B. Send Email Quick Action to loop in the stakeholders.
- C. Use child Cases to interact with the partner.

Answer: A

Explanation:

For Cloud Kicks to effectively collaborate within the organization and with partners on resolving cases, using Slack for Service for Case Swarming is recommended. This solution facilitates real-time communication and collaboration, bringing together the necessary stakeholders and documenting the conversation history within the context of each case, enhancing problem-solving and case resolution processes.

Question: 106

Cloud Kicks (CK) provides customized support based on product line and plans to expand from voice-only support. Support agents are certified on one or more specific product lines. CK would like to provide support through multiple channels. CK wants to ensure a consistent customer experience. Which solution should the consultant recommend to meet the requirements?

- A. Omni Channel with Queue-Based Routing
- B. Omni-Channel with Capacity-Based Routing
- C. Omni-Channel with Einstein Case Routing

Answer: C

Explanation:

To meet the requirements of providing support through multiple channels with a consistent customer experience, Omni-Channel with Einstein Case Routing is recommended. This solution uses AI to route cases to the most appropriate agent based on their certification and product line expertise, ensuring that customers receive knowledgeable and consistent support across all channels.

Question: 107

Universal Containers wants Salesforce to suggest Knowledge articles to agents based on information about the case. Which solution should a consultant recommend?

- A. Add the Knowledge object to global search objects.
- B. Add the Knowledge component on the case Lightning record page.
- C. Add the Knowledge related list to the case page layout.

Answer: B

Explanation:

To enable Salesforce to suggest Knowledge articles to agents based on case information, adding the Knowledge component to the case Lightning record page is recommended. This component dynamically suggests relevant articles to agents as they work on cases, improving efficiency and providing agents with quick access to helpful information for case resolution.

Question: 108

A consultant is working on a Service Cloud implementation with a fixed budget and timeline. Additional requirements were discovered early on that will result in the project exceeding timeline and budget constraints.

What is the first step the consultant should take to address the issue?

- A. Incorporate the additional requirements to the project scope and continue with the original project schedule.
- B. Prepare a change order to account for the additional requirements and communicate the new project schedule.
- C. Document the gap in requirements and discuss the schedule and budget Impact with the project team.

Answer: C

Explanation:

When additional requirements are discovered early in a project that has a fixed budget and timeline, the consultant's first step should be to document the gap in requirements and discuss the potential impacts on schedule and budget with the project team. This

approach ensures that all stakeholders are aware of the changes and can collaboratively decide on the best course of action.

Key Considerations:

Scope Management: Clearly defining and managing project scope is crucial. Any changes to the scope should be carefully evaluated for their impact on time and cost.

Stakeholder Communication: Engaging with stakeholders to discuss the implications of additional requirements helps in setting realistic expectations and making informed decisions.

Change Control Process: Before implementing any changes, it's essential to follow a formal change control process, which includes documenting the change, assessing its impact, and obtaining necessary approvals.

By taking these steps, the consultant ensures that the project remains aligned with its objectives and constraints, and any deviations are managed in a controlled and transparent manner.

[References: , <https://trailhead.salesforce.com/content/learn/modules/best-practices-for-project-management/gather-requirements>, <https://www.salesforce.com/blog/project-management-guide/>, ,]

Question: 109

Cloud Kicks is changing its case management system to Salesforce. All active accounts, contacts, and closed cases for the past 5 years need to be migrated to Salesforce for go-live. Which approach should a consultant use for data migration?

- A. Prepare, Plan, Test, Validate, Execute
- B. Plan, Prepare, Execute, Test, Validate
- C. Plan, Prepare, Test, Execute, Validate

Answer: C

Explanation:

For data migration to Salesforce, including active accounts, contacts, and historical cases, the recommended approach is to Plan, Prepare, Test, Execute, and Validate. This structured approach ensures thorough preparation, testing for accuracy, execution of the migration, and validation of the data post-migration, ensuring a smooth transition to Salesforce with accurate and complete data.

Question: 110

Cloud Kicks customers need a method to create cases without a login. Managers are concerned that public options will increase the number of spam cases created.

What is the recommended option to prevent the creation of spam cases?

- A. On-Demand Email-to-Case Threading
- B. Web-to-Case with Einstein Case Classification
- C. Web-to-Case with reCAPTCHA enabled

Answer: C

Explanation:

To enable case creation without login while preventing spam, using Web-to-Case with reCAPTCHA enabled is recommended. reCAPTCHA provides an additional layer of security by verifying that case submissions are made by humans, effectively reducing the likelihood of spam cases and maintaining the integrity of case data in Salesforce.

Question: 111

Cloud Kicks' service agents frequently receive requests for order updates. All order information is managed by a separate cloud-based enterprise resource planning (ERP) system.

Agents currently jump between applications to search for these details and have asked if this process can be improved.

Which approach should the consultant recommend to streamline the process?

A. Create a batch integration process that runs hourly to pull all order updates into Salesforce B. Create a dynamic action that launches the ERP system with a deep link to the order locator. C. Use Salesforce Connect and External Objects to represent this information in Salesforce.

Answer: C

Explanation:

To streamline the process for service agents seeking order updates from a separate ERP system, using Salesforce Connect to integrate External Objects is recommended. This approach allows realtime access to order information directly within Salesforce, eliminating the need to switch between applications and improving efficiency in handling customer requests.

Question: 112

As part of a service improvement project, Cloud Kicks (CK) has implemented Knowledge management for its support agents. Several months after the implementation, CK management notices an inconsistency in reported customer satisfaction. Key performance Indicators (KPIs) show a decrease; however, many customers have provided testimonials about great support experiences. Which KPI could help explain the disparity?

- A. Measure cases with and without articles attached with high CSAT scores.
- B. Measure cases with and without articles attached with high net promoter scores (NPS).
- C. Measure cases with and without articles attached based on case status.

Answer: A

Explanation:

To understand the disparity in customer satisfaction reports, measuring cases with and without Knowledge articles attached, and correlating them with high Customer Satisfaction (CSAT) scores can provide insights. This KPI could reveal whether the use of Knowledge articles directly impacts customer satisfaction, helping to explain the inconsistency between KPIs and customer testimonials.

Question: 113

A manager has noticed an increase in average case age. This is negatively impacting customer satisfaction. The manager wants to compare the amount of time that cases have spent within each status during their lifecycle.

Which report type should the consultant recommend when creating a report?

- A. Use the Case Historical Trending report type.
- B. Use the Cases with Milestones report type.
- C. Use the Case Lifecycle report type.

Answer: C

Explanation:

For analyzing the time spent within each case status during the case lifecycle, the Case Lifecycle report type is recommended. This report provides a detailed view of the duration cases spend in each status, helping to

identify bottlenecks and areas for process improvement to reduce average case age and enhance customer satisfaction.

Question: 114

Support managers have requested the ability to provide real-time feedback to agents during customer chat sessions.

Which feature should a consultant configure to meet this requirement?

- A. Chatter
- B. Omni-Channel Supervisor
- C. Flow Orchestrator

Answer: B

Explanation:

To enable support managers to provide real-time feedback to agents during customer chat sessions, configuring Omni-Channel Supervisor is advised. This feature allows supervisors to monitor active chat sessions, providing an opportunity to offer immediate guidance and feedback to agents, enhancing the quality of customer interactions.

Question: 115

Cloud Kicks (CK) wants to adopt artificial intelligence (AI) for improving case closure key performance indicators (KPIs) and product support planning within its Service organization. CK has at least 1,000 closed cases from which it can predict accurate values for fields that are empty. CK has yet to implement any Einstein AI products.

Which approach should the consultant recommend to start AI efforts at CK?

- A. Review and address Case data issues and set up Einstein Classification Apps.
- B. Review and address Case data issues and set up Einstein Article Recommendations.
- C. Confirm there are enough closed cases and turn on Einstein Service AI Grounding with Cases.

Answer: A

Explanation:

To start AI efforts for improving case closure KPIs and product support planning, reviewing and addressing case data quality issues is essential before setting up Einstein Classification Apps. This approach ensures the AI models are trained on clean, reliable data, enhancing the accuracy of predictions for empty fields and overall effectiveness of the AI implementation in the Service organization.

Question: 116

Universal Containers is using WhatsApp to provide support to customers in Service Console.

Agents would like to preview PDFs sent

by customers from the chat window.

What should a consultant recommend?

- A. Ask the customer to send the PDF via email.

- B. Use File Preview in the chat.
- C. Download the PDFs from the chat.

Answer: B

Explanation:

For agents who wish to preview PDFs sent by customers via WhatsApp in the Service Console, using File Preview functionality within the chat interface is recommended. This feature allows agents to view PDF attachments directly within the chat window, improving efficiency by eliminating the need to download files for review.

Question: 117

Cloud Kicks (CK) has created hundreds of Knowledge articles about its products. The articles have been attached to closed cases. A new product release will require changes to dozens of articles. After revising the articles, CK wants to ensure that a prior article version stays associated with the closed cases. What is the recommended method to meet the requirements?

- A. Add "updated" to the name of the new article.
- B. Use Smart Link to Article to select the prior version.
- C. Select the Flag as new version checkbox when publishing.

Answer: C

Explanation:

To ensure that prior versions of Knowledge articles remain associated with closed cases after updates, selecting the "Flag as new version" checkbox when publishing the revised articles is recommended. This approach maintains the link between closed cases and the specific article versions referenced at the time, preserving the accuracy of historical case resolutions.

Question: 118

The VP of service at Universal Containers wants to make it easier and faster for support agents to send Knowledge articles to the customer.

What should a consultant configure to send the article to the customer?

- A. Create an auto-response rule that links to Knowledge articles.
- B. Create a Macro to send an email with Knowledge articles.
- C. Set up the Case Deflection component to share Knowledge articles.

Answer: B

Explanation:

To facilitate the quick and easy sending of Knowledge articles to customers by support agents, creating a Macro that automates the process of attaching articles to an email is recommended. This streamlines the sharing of helpful information, enhancing the support experience for customers while increasing efficiency for agents.

Question: 119

Cloud Kicks plans to use case teams to help collaborate on difficult issues. Support agents can use predefined case

teams to add specialists on a case. Specialists need to be able to view cases and add related records to the case. What is the recommended level of case access for the Case Team role?

- A. Territory Rule
- B. Read-Only
- C. Private

Answer: B

Explanation:

For specialists added to predefined case teams, providing Read-Only access as the level of case access for the Case Team role is recommended. This allows specialists to view cases and related records without the ability to edit case details, ensuring they can contribute to case resolution while maintaining data integrity.

Question: 120

Universal Containers (UC) plans to implement a chatbot within its healthcare division to increase case deflection, reduce wait times, and save agents time so they can work on more complex issues.

The UC stakeholder has raised a risk about the Health Insurance Portability and Accountability Act (HIPAA) and other common compliance standards when using chatbots.

What should a consultant do to address the risk?

- A. Conduct a discovery session with the stakeholder to ensure the voice and tone of the bot meet the required healthcare compliance standards.
- B. Create a bot in the production org and use the information captured in Conversation Logs to confirm that no healthcare data was discussed.
- C. Share Information about bot security, availability, and confidentiality of healthcare data found on Salesforce Trust and Einstein Platform Compliance.

Answer: C

Explanation:

To address concerns about compliance with HIPAA and other standards when using chatbots, sharing detailed information on bot security, data availability, and confidentiality from Salesforce Trust and Einstein Platform Compliance resources is recommended. This reassures stakeholders of the measures in place to protect sensitive healthcare data and maintain compliance.

Question: 121

Universal Containers has recently implemented an Experience Cloud site to allow its customers to create and update their cases online. Customers should only be able to access the cases where they are listed as the contact, including cases created by the their behalf. support team on What should a consultant recommend to meet the requirement?

- A. A sharing set to grant the Experience Cloud site user access to records associated to their Contact record
- B. A sharing rule to ensure record access is granted based on the Experience Cloud site user role hierarchy

C. An organization-wide default of Public Read/Write on the Case object

Answer: A

Explanation:

To ensure customers can access only their cases, including those created on their behalf, configuring a sharing set in the Experience Cloud site is recommended. This grants site users access to case records associated with their contact, ensuring secure and appropriate visibility in line with the requirement.

Question: 122

Ursa Major Solar provides support with service-level agreements (SLAs) for high-priority cases. Lower Priority cases have different response times. The service center uses Omni-Channel to manage work items.

However, many recently created, high-priority cases exceed the service **deadline**.

Which setting should a consultant configure to meet the requirements?

- A. Skills-Based Routing
- B. Capacity Model
- C. Secondary Routing Priority

Answer: C

Explanation:

To address the issue of high-priority cases exceeding service deadlines, configuring Secondary Routing Priority in Omni-Channel is recommended. This setting allows prioritization of high-priority work items, ensuring they are routed and addressed by agents promptly, in alignment with SLA commitments.

Question: 123

At Universal Containers, support agents need to verify that customers are eligible to receive support when they create the case.

Where can a support agent verify that a customer is allowed to receive support?

- A. Milestones
- B. Entitlements
- C. {0} Actions

Answer: B

Explanation:

When support agents need to verify customer eligibility for support upon case creation, Entitlements should be used. Entitlements define the types of support a customer is entitled to receive, based on factors like product or service level agreements, enabling agents to quickly verify and ensure compliance with support policies.

Question: 124

Universal Containers wants to add functionality to its Service Cloud implementation so customers are able to add digital files to case records.

Which functionality should a consultant recommend to meet these requirements?

- A. Email-to-Case
- B. Web-to-Case
- C. Slack Connect

Answer: B

Explanation:

To add functionality allowing customers to attach digital files to case records, Web-to-Case is recommended. This feature enables customers to submit cases through a web form, including the capability to attach files, facilitating the collection of additional information that can assist in case resolution.

Question: 125

Universal Containers wants to implement best practices for its customer support teams and has decided to follow a Knowledge Centered Support (KCS) methodology.

Which benefit can be expected?

- A. Reduced post-interaction time
- B. Reduced first contact resolution time
- C. Reduced issue resolution time

Answer: C

Explanation:

Adopting a Knowledge Centered Support (KCS) methodology can lead to reduced issue resolution time as a key benefit. KCS emphasizes the creation, maintenance, and effective use of a knowledge

base, enabling faster access to solutions and reducing the time needed to resolve customer issues.

Question: 126

A business-to-consumer (B2C) company wants to decrease service costs. Currently, customers pay invoices and update their contact information by mailing paper paystubs back to the company.

What is the recommended solution to meet the requirements?

- A. Experience Cloud with payment processing
- B. Einstein Bots with check processing
- C. Service Cloud Voice with Tele-pay

Answer: A

Explanation:

To decrease service costs and modernize the process of paying invoices and updating contact information, implementing an Experience Cloud site with integrated payment processing capabilities is recommended. This allows customers to manage their accounts and transactions online, reducing reliance on paper-based processes and enhancing overall efficiency.

Question: 127

Universal Containers (UC) is migrating from a legacy case management system to Salesforce. UC would like to retain the existing parent-child relationships between cases. What should a consultant recommend?

- A. Migrate child cases first.
- B. Migrate parent cases first
- C. {0} Migrate parent and child cases together.

Answer: C

Explanation:

To retain existing parent-child relationships between cases when migrating to Salesforce, it is crucial to migrate parent and child cases together. This ensures that the hierarchical structure is preserved in Salesforce, maintaining the context and relationships essential for case management.

Question: 128

Cloud Kicks wants to offer its customers a more personalized, flexible service experience beyond emails, phone calls, and chatbots.

What should the consultant recommend to meet this requirement?

- A. Social media
- B. Messaging apps
- C. Salesforce Knowledge

Answer: B

Explanation:

To offer a more personalized and flexible service experience, integrating messaging apps into the service strategy is recommended. Messaging apps allow for asynchronous, convenient communication that can enhance customer engagement and satisfaction by catering to their preferences for quick, informal interactions.

Question: 129

Cloud Kicks provides regular and special support to customers. When a special case is created, a dedicated account manager needs Read-Only access and a support specialist needs Read and Write access.

Which feature will provide the required level of access?

- A. View All for Case
- B. Case teams
- C. Manager groups

Answer: B

Explanation:

To provide the required access levels for a dedicated account manager and a support specialist on special cases, utilizing Case Teams is the most effective solution. Case Teams allow for the customization of roles and access levels for each team member, ensuring that the account manager has Read-Only access while the support specialist has Read and Write access.

Question: 130

Service Console users work on dozens of cases at a time and often need to update a case they worked on earlier in the day. What should a consultant recommend?

- A. Add History to the Utility bar.
- B. Create a custom dashboard.
- C. Keep all cases open in tabs.

Answer: A

Explanation:

For Service Console users who need to efficiently revisit cases worked on earlier, adding the History component to the Utility Bar is recommended. This provides quick access to recently viewed records, enabling users to navigate back to previous cases without keeping all cases open in tabs, enhancing productivity and case management efficiency.

Question: 131

Which feature can a consultant deploy to route cases from social channels within a limited timeframe?

- A. Use custom case assignment rules.
- B. Implement an Apex solution.
- C. Use a third-party app from AppExchange.

Answer: A

Explanation:

To route cases from social channels efficiently within a limited timeframe, configuring custom case assignment rules is recommended. These rules can automate the distribution of cases based on specific criteria, ensuring that cases are promptly assigned to the appropriate agents or queues for timely resolution.

Question: 132

In the build phase of a Service Cloud implementation for Universal Containers, which activity should a consultant prioritize to ensure the system aligns with the client's business processes and requirements?

- A. Configure, develop, and test the application in a sandbox environment.
- B. Develop training materials after configuring the application to prepare for user adoption.

C. Migrate data to the sandbox environment and verify successful migration.

Answer: A

Explanation:

In the build phase of a Service Cloud implementation, prioritizing the configuration, development, and testing of the application in a sandbox environment is crucial. This ensures that the system is aligned with the client's business processes and requirements before deployment, facilitating a smooth transition and successful implementation.

Question: 133

Universal Containers (UC) is implementing Service Cloud. UC needs to reduce total case volume and the average amount of time spent by agents on cases. Which solution meets these requirements?

- A. Use escalation rules to move cases into the correct status. Create reports to monitor service-level agreement (SLA) adherence.
- B. Enable agent chat functionality for customers. Disable the ability to log a case from the Experience Cloud site.
- C. Publish Knowledge articles to the Experience Cloud site, Enable the attachment of articles upon case closure.

Answer: C

Explanation:

To reduce total case volume and average case handling time, publishing Knowledge articles on the Experience Cloud site and enabling agents to attach articles to cases upon closure is recommended. This approach empowers customers to find solutions independently, potentially reducing the number of incoming cases and assisting agents in resolving cases more efficiently by leveraging existing Knowledge content.

Question: 134

Universal Containers has implemented a call-based response system. The call wait time has become too long and customer service is being affected. Management would like to find a way to reduce customers' wait times and enable agents to handle more inquiries at a time.

Which feature should a consultant recommend?

- A. Case auto-response rule
- B. OmniStudio
- C. Salesforce Chat

Answer: C

Explanation:

To reduce call wait times and enable agents to handle more inquiries simultaneously, implementing Salesforce Chat is recommended. Chat allows for real-time communication with multiple customers concurrently, alleviating the pressure on call-based support and improving overall customer service efficiency.

Question: 135

Agents at Universal Containers are required to update the Case Status to Waiting for Customer after they send an email to the Case Contact. Support managers are noticing that many agents are forgetting to perform this step. What should a consultant recommend to address this problem?

- A. Create a Case Macro.
- B. Create a Validation Rule.
- C. Create an action on Case,

Answer: A

Explanation:

To address the issue of agents forgetting to update the Case Status after sending an email, creating a Case Macro that automates the process of sending the email and updating the status is recommended. This ensures consistency in case management and adherence to support processes, enhancing service quality and managerial oversight.

Question: 136

Universal Containers is launching a full line of new products, and Service Cloud should support the following requirements:

- * Customer service agents need to collaborate with other teams.
- * The product development team needs to be alerted on high-priority cases for specific products.

Which solution meets these requirements?

- A. Use Salesforce Flow for notifications and Case Teams to monitor cases,
- B. Use Escalation Rules for notifications and Case Teams to monitor cases.
- C. Use Salesforce Flow for notifications and Account Teams to monitor cases.

Answer: B

Explanation:

To meet the requirements of collaboration and alerting the product development team on high- priority cases for specific products, utilizing Escalation Rules for notifications and Case Teams for case monitoring is recommended. This approach ensures that critical cases are escalated and visible to the necessary teams for timely and collaborative resolution.

Question: 137

What should the consultant consider when implementing Salesforce Chat functionality in a new Service Cloud instance?

- A. It should be deployed with Experience Builder.
- B. It is incompatible with Einstein Bots.
- C. It should be routed via Omni-Channel,

Answer: C

Explanation:

When implementing Salesforce Chat functionality, it's important to integrate it with Omni-Channel for routing. This ensures that chat requests are distributed based on agent availability and workload, aligning with overall service channel management and ensuring efficient handling of customer inquiries.

Question: 138

Cloud Kicks wants to create a secure, branded mobile app that its Experience Cloud customers can use to create and track cases, see upcoming product announcements, and interact with other customers who have common interests.

Which mobile development option should the consultant recommend?

- A. Create two custom mobile apps, one for Apple and the other for Android.
- B. Explain that community users can access the site through a web browser.
- C. Use Salesforce Mobile Publisher to create a common app for both Apple and Android.

Answer: C

Explanation:

For creating a secure, branded mobile app for Experience Cloud customers, utilizing Salesforce Mobile Publisher is recommended. This tool allows for the creation of a unified mobile app compatible with both Apple and Android devices, providing a seamless experience for customers to engage with the brand, track cases, and interact with the community.

Question: 139

Universal Containers wants to provide a more consistent service experience to its customers and is evaluating using macros.

Which prerequisite should the consultant consider?

- A. Publisher actions are on the page layout.
- B. All users have permission to create macros.
- C. The Lightning page contains the Run Macros action.

Answer: C

Explanation:

When evaluating the use of macros to provide a consistent service experience, ensuring that the Lightning page layout includes the Run Macros action is a prerequisite. This enables agents to easily execute macros directly from the case record, streamlining repetitive tasks and enhancing service efficiency.

Question: 140

Cloud Kicks wants to implement a solution that would hold service agents accountable for keeping customer service-

level

agreements (SLAs).

Which feature should a consultant use to meet this request?

- A. Service Contracts
- B. Salesforce Survey
- C. Entitlement process

Answer: C

Explanation:

To hold service agents accountable for maintaining customer service-level agreements (SLAs), implementing an Entitlement Process is recommended. This feature allows for the definition and management of SLAs for each customer, providing a structured framework to monitor case handling against agreed service levels and ensuring agent accountability in meeting customer service commitments.

Question: 141

Universal Containers provides customer support for both new products and routine maintenance of existing products. The cases for both types have many stages and fields in common; however, the maintenance cases have additional stages and fields that need to be captured. Which feature should a consultant recommend to accomplish this objective?

- A. Approval Processes
- B. Support Types
- C. Support Processes

Answer: C

Explanation:

To accommodate the common stages and fields for new product support cases and the additional stages and fields for maintenance cases, implementing Support Processes is recommended. Support Processes allow for the customization of case stages based on the type of support being provided, ensuring that all necessary information is captured accurately for each case type.

Question: 142

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

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

Answer: B

Explanation:

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

Question: 143

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

- a. UC wants standardized reporting across worldwide contact centers' key performance indicators (KPIs). Which approach should a consultant recommend in this scenario?
- A. Assign a global team of experienced analysts to create a standard report template.
 - B. Ask leadership, management, and agents in all regions to vote on the standard report template.
 - C. Request that the VP of worldwide support design a standard report template to provide a clear vision,

Answer: A

Explanation:

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

Question: 144

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

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

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

Answer: C

Explanation:

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

Question: 145

Universal Containers needs to provide contact center agents with access to a customer's payment history if the call concerns a

billing problem. The following considerations need to be taken into account:

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

Which solution should a consultant recommend?

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

Answer: C

Explanation:

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

Question: 146

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

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

Answer: C

Explanation:

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

Question: 147

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

What should a consultant recommend to meet this requirement?

- A. Einstein Reply Recommendations
- B. Einstein Article Recommendations

C. Action & Recommendations component

Answer: B

Explanation:

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

Question: 148

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

How should the consultant recommend delivering a successful implementation?

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

Answer: A

Explanation:

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

Question: 149

A recent review of customer satisfaction surveys revealed that the support center does a poor job of upselling new products to

customers. Customers report dissatisfaction when calling for service issues and receiving a sales pitch instead.

However, customers that

have been upsold new products are two times more likely to remain a customer.

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

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

Answer: A

Explanation:

To ensure upselling occurs only when customers are likely to be receptive, implementing Einstein Next Best Action is recommended. This tool uses AI to suggest the most appropriate actions or offers to service agents based on customer

context and interaction history, increasing the likelihood of a positive response to upselling efforts while maintaining customer satisfaction.

Question: 150

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

Which feature should the consultant suggest?

- A. Web-to-Case
- B. On-Demand Email-to-Case
- C. Email-to-Case

Answer: A

Explanation:

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

Question: 151

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

Which reporting solution should a consultant recommend?

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

Answer: B

Explanation:

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

Question: 152

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

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

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

- A. Chat Supervisor tab and Whisper Messages

- B. Incident Management tab and Whisper Messages
- C. Omni-Channel Supervisor and Whisper Messages

Answer: C

Explanation:

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

Question: 153

A consultant has been hired to integrate a client's phone system with Salesforce. What should the consultant consider using for this integration?

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

Answer: A

Explanation:

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

Question: 154

Universal Containers is initiating a program to improve customer satisfaction. As part of the program, customers must be surveyed after the case is closed to ensure the customer is satisfied and the issue has been resolved. Which solution should a consultant recommend to meet this requirement?

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

Answer: C

Explanation:

To survey customers for satisfaction after case closure, utilizing Flow Builder to automate the sending of survey emails is recommended. This solution allows for the creation of a customized workflow that triggers an email survey to the customer once a case is marked as closed, ensuring timely feedback collection and aiding in the continuous improvement of customer satisfaction.

Question: 155

Cloud Kicks is planning to provide different levels of support to customers in order to ensure its agents are working within the confines of the service-level agreements (SLAs).

Which feature should the consultant consider?

- A. Entitlements
- B. Case Management
- C. Service Contracts

Answer: A

Explanation:

To provide different levels of support and ensure adherence to service-level agreements (SLAs), utilizing Entitlements is recommended. Entitlements define customers' rights to specific support services and SLAs, enabling Cloud Kicks to manage and enforce different support levels effectively, ensuring that agents deliver the appropriate level of service to each customer.

Question: 156

Universal Containers' leadership wants to reduce the level of effort required to get the right people involved to resolve service issues more quickly.

What should the consultant recommend to distribute cases?

- A. Create queues with support agents and use assignment rules.
- B. Predefine case teams and use assignment rules.
- C. Configure Web-to-Case and use assignment rules.

Answer: A

Explanation:

To efficiently distribute cases and get the right people involved for quicker resolution, creating queues that group support agents by expertise or function and utilizing assignment rules to automatically route cases to the appropriate queues is recommended. This approach streamlines case distribution, ensuring cases are handled by agents best equipped to resolve them promptly.

Question: 157

A customer submitted a case that is routed to a service desk agent at Universal Containers. After the agent responds to the case, they realize the customer is ineligible for support.

Which solution should the consultant recommend to prevent this scenario from happening in the future?

- A. Add the Case's Entitlement related list to the Case Lightning Record Page.
- B. Add the related Contact's Entitlement related list to the Case Lightning Record Page.
- C. Add the related Account's Entitlement related list to the Case Lightning Record Page.

Answer: B

Explanation:

To prevent agents from responding to cases from customers who are ineligible for support, adding the related Contact's Entitlement related list to the Case Lightning Record Page is recommended. This allows agents to quickly verify the customer's entitlement to support before proceeding with case resolution, ensuring compliance with support policies.

Question: 158

Cloud Kicks frequently works with distribution partners who have complex issues that need immediate attention. To solve the issues, Tier 2 support often needs to engage other teams within the organization. The team uses Slack to communicate internally.

Which solution should the consultant recommend to meet the needs of the organization?

- A. Omni-Channel routing
- B. Case escalation
- C. Swarming

Answer: C

Explanation:

For addressing complex issues requiring immediate attention and collaboration across multiple teams, recommending the swarming approach, particularly facilitated through Slack for Service, is advised. Swarming enables cross-functional teams to come together quickly to solve issues, leveraging collective expertise and improving resolution times for complex cases.

Question: 159

Universal Containers wants to let its customers interact in real time with support agents from their computers and mobile devices.

Which feature should a consultant recommend to meet this requirement?

- A. Web-to-Case
- B. Einstein Chat Bot
- C. Knowledge articles

Answer: B

Explanation:

To enable real-time interaction between customers and support agents from computers and mobile devices, implementing an Einstein Chat Bot is recommended. Chatbots provide an immediate, interactive communication channel that can escalate complex issues to live agents, enhancing the customer support experience across devices.

Question: 160

To help service agents more accurately respond to a new case, Universal Containers wants a list of relevant Knowledge articles displayed on the Case record page.

How should a consultant configure this requirement?

- A. Add the Knowledge tab to the Service Console.
- B. Add the Knowledge component to the Case record page.
- C. Add the Knowledge related list to the Case record page.

Answer: B

Explanation:

To assist service agents in finding relevant Knowledge articles for new cases, adding the Knowledge component to the Case record page in the Lightning Service Console is recommended. This component dynamically suggests articles based on case details, aiding agents in providing accurate and efficient responses.

Question: 161

Cloud Kicks has a Service Cloud implementation with several channels. Executives want quick access to agent, team, and call center key performance indicators (KPIs). Service managers need to see data about their teams as well.

How should the consultant display the data quickly?

- A. Create reports from Cases and display on a dashboard.
- B. Migrate the data to a data lake and request a dashboard.
- C. Use Einstein Analytics for Service Cloud.

Answer: C

Explanation:

For providing executives and service managers with quick access to agent, team, and call center KPIs, utilizing Einstein Analytics for Service Cloud is recommended. This solution offers advanced analytics and visualization capabilities, enabling the creation of dashboards that provide real-time insights tailored to different organizational levels, based on their data access.

Question: 162

Universal Containers (UC) is planning to use Service Cloud Messaging to send SMS messages to customers.

Messages are

always between 175 and 255 characters.

What should the consultant recommend that UC use for messaging?

- A. SMS Long Code
- B. SMS Enhanced
- C. SMS Short Code

Answer: A

Explanation:

For sending SMS messages between 175 and 255 characters, using SMS Long Code is recommended.

Long Codes are standard telephone numbers used for longer text message communications, suitable for more detailed SMS interactions with customers while providing a more personalized experience.

Question: 163

Service agents need to send emails with attachments to customers based on the case details. Which Lightning Service Console feature should a consultant use to meet the requirement?

- A. Lightning Knowledge
- B. Quick text template
- C. Custom case actions

Answer: C

Explanation:

To facilitate service agents sending emails with attachments based on case details, configuring custom case actions in the Lightning Service Console is recommended. These actions can be tailored to include email templates and attachment options, streamlining the process for agents and enhancing case resolution efficiency.

Question: 164

A manager would like information on which Knowledge articles are used most often by call center agents. Which report should a consultant use to identify the Knowledge articles that are used most often?

- A. Knowledge articles with the most revisions
- B. Knowledge articles with the highest ratings
- C. Number of Knowledge articles attached to Cases

Answer: C

Explanation:

To identify which Knowledge articles are used most often by call center agents, creating a report that tracks the number of Knowledge articles attached to cases is recommended. This provides insights into which articles are most frequently utilized in case resolutions, informing content optimization and training efforts.

Question: 165

Universal Containers has decided to implement a Web-to-Case form on its website so customers can submit support requests instead of calling the customer service center. The product owner has asked the consultant to create the implementation plan and research solutions.

What should the consultant do before creating an implementation plan?

- A. Review Service Setup Assistant for Web-to-Case.

- B. Review guidelines and limits for Web-to-Case.
- C. Review Einstein Conversation Mining for Web-to-Case.

Answer: B

Explanation:

Before creating an implementation plan for Web-to-Case, reviewing the guidelines and limits for this feature is essential. Understanding these constraints ensures that the implementation aligns with Salesforce's capabilities and limitations, facilitating a smooth and effective deployment of the Web - to-Case form.

Question: 166

Cloud Kicks (CK) wants to increase the number of articles in its knowledge base while maintaining article quality. CK plans to allow all service agents to create articles.

What should the consultant recommend to create a vetting workflow to reduce the number of low- quality articles?

- A. Flow with notifications
- B. Reports and dashboards
- C. Approval process

Answer: C

Explanation:

To maintain article quality while increasing the number of Knowledge articles, implementing an approval process for article creation is recommended. This process allows for the vetting of articles by subject matter experts or managers before publication, ensuring that only high-quality content is made available in the knowledge base.

Question: 167

Universal Containers (UC) has deployed a call center using open CTI. Call center agents are organized into four groups reflecting UC's four different product lines. Each group's manager would like a report on their agents' daily call volume, including related case and contact information.

How should the consultant recommend the report be created?

- A. Build a report on Products with Activities grouped by owner.
- B. Create a Custom Report type with Activities as the primary object.
- C. Customize the My Team's Calls This Week standard report.

Answer: B

Explanation:

For reporting on daily call volume including related case and contact information for different agent groups, creating a Custom Report Type with Activities as the primary object is advised. This allows for the inclusion of case and contact details in the report, providing a comprehensive view of each

agent's call activity and related case interactions.

Question: 168

Cloud Kicks wants to standardize its service key performance indicators (KPIs) for response time and first case closure rates.

Individual service agents, team leaders, regional directors, and the VP of service should see the same KPIs calculated using only the data the user can access.

What is the recommended running user to meet the requirements?

- A. Dashboard viewer
- B. Team leaders
- C. VP of service

Answer: A

Explanation:

To standardize service KPIs for users at all levels while ensuring data visibility is based on user access, setting the dashboard running user as 'Dashboard Viewer' is recommended. This approach dynamically calculates KPIs using only the data accessible to the individual viewing the dashboard, ensuring consistency and data security across the organization.

Question: 169

Universal Containers wants to provide its resellers a secure portal where they can share their customer accounts, submit and track the status of their cases, and view reports and dashboards. Which solution should a consultant recommend?

- A. Employee Community
- B. Partner Experience site
- C. Customer Experience site

Answer: B

Explanation:

For providing resellers with a secure portal to share customer accounts, submit and track cases, and view reports, implementing a Partner Experience site is recommended. This solution offers a collaborative platform tailored for partners, enhancing communication, case management, and access to vital information, strengthening the partnership ecosystem.

Question: 170

Universal Containers has tested Skills-Based Routing in a sandbox and is ready to deploy to production.

Which solution should a consultant use to deploy the Service Resources, Skills, and Routing?

- A. Data Import Wizard
- B. Data Loader
- C. Mass Transfer Records

Answer: B

Explanation:

For deploying Service Resources, Skills, and Routing configurations from sandbox to production, using Data Loader is recommended. This tool allows for the bulk import, export, and update of data, making it suitable for transferring complex configurations related to Skills-Based Routing and associated records efficiently.

Question: 171

Universal Containers (UC) hired agents in an expansion of the contact center. Getting agents up to speed and fully productive is

a priority. UC implemented a standardized agent-customer dialog to assist agents.

Which feature should a consultant integrate into the Service Console?

- A. In-App Guidance
- B. Einstein Next Best Action
- C. Actions & Recommendations

Answer: B

Explanation:

To assist new agents and enhance productivity, integrating Einstein Next Best Action into the Service Console is recommended. This feature provides agents with contextually relevant suggestions and standardized dialogues based on case details, guiding agents through interactions and ensuring consistent, high-quality customer service.

Question: 172

The Universal Containers (UC) customer support organization has implemented Knowledge-Centered Support (KCS) in its call center. However, the call center management thinks that agents should contribute new Knowledge articles more often.

What should UC do to address this situation?

- A. Measure and reward agents based on the number of new articles submitted for approval.
- B. Measure and reward agents based on the number of new articles approved for publication.
- C. Require agents to check a box on the case when submitting a new suggested article.

Answer: B

Explanation:

To encourage agents to contribute more frequently to the Knowledge base, implementing a system to measure and reward agents based on the number of their articles approved for publication is recommended. This incentivizes quality contributions and ensures that new content meets the organization's standards before being added to the Knowledge base.

Question: 173

Universal Containers wants to direct cases based on the same criteria it applies to Messaging for In-App and Web (MIAW).

Which feature should a consultant recommend?

- A. Omni-Channel Routing
- B. Milestones & Entitlements processes
- C. Case Assignment rules

Answer: A

Explanation:

To direct cases with the same criteria applied to Messaging for In-App and Web (MIAW), utilizing Omni-Channel Routing is recommended. This feature enables the distribution of cases based on predefined criteria, ensuring that cases are routed to the appropriate agents or queues for efficient resolution, mirroring the strategy used for MIAW.

Question: 174

A consultant has been hired to integrate a client's phone system with the Service Console. What is the consultant required to do during this integration?

- A. Enable the Lightning Console.
- B. Configure the CTI Adapter.
- C. Add the utility bar to the app.

Answer: B

Explanation:

During the integration of a client's phone system with the Service Console, configuring the Computer Telephony Integration (CTI) Adapter is a critical step. This involves setting up the interface between the phone system and Salesforce, enabling features like click-to-dial, call logging, and screen pops within the Service Console for improved agent efficiency.

Question: 175

Service agents at Cloud Kicks frequently encounter duplicate cases from the same customers in different channels. Management would like to provide a method for service agents to handle duplicates and delete one of the cases. Which action should a consultant recommend?

- A. Enable Case Merge.
- B. Set up duplicate rules on Case.
- C. Create an autolaunched Flow,

Answer: A

Explanation:

To address the issue of duplicate cases from the same customers in different channels, enabling the Case Merge feature is recommended. This allows service agents to easily identify and merge duplicate cases, ensuring a consolidated view of customer issues and preventing redundant work.

Question: 176

A recent analysis of cases at Cloud Kicks (CK) revealed a high percentage of simple cases, such as password resets and order inquiries. CK wants to provide customer self-service via web, SMS, Facebook Messenger, and WhatsApp. What should the consultant recommend to handle the new cases?

- A. Implement Case Swarming.
- B. Implement Einstein Bots.
- C. Implement Skills-Based Routing.

Answer: B

Explanation:

For handling a high volume of simple cases such as password resets and order inquiries across multiple channels, implementing Einstein Bots is recommended. Bots can automate responses to these common inquiries, providing self-service options for customers and reducing the case load on human agents.

Question: 177

The contact center at Universal Containers wants to reduce call volume and resolution time within Service Cloud. Which solution should a consultant recommend?

- A. Email-to-Case
- B. Chat with an agent
- C. Knowledge base

Answer: C

Explanation:

To reduce call volume and resolution time within Service Cloud, implementing a comprehensive Knowledge base is recommended. Providing customers with access to self-service information through Knowledge articles enables them to find answers to common questions independently, reducing the need for direct contact with service agents and improving overall service efficiency.

Question: 178

[Service Cloud Solution Design]

Cloud Kicks uses Omni-Channel to route calls, chats, and cases to agents. The contact center manager wants to improve the team's ability to prioritize time-sensitive work while continuing to handle their long-running work. Which feature should a consultant recommend?

- A. Skills-Based Routing
- B. Interruptible Capacity
- C. Omni-Channel Supervisor

D. Secondary Routing Priority

Answer: B

Question: 179

[Service Cloud Solution Design]

Which feature should a consultant recommend to assign a case to a Tier 2 service queue so the Tier 2 service agent knows how far the Tier 1 service agent had progressed in troubleshooting the case?

- A. Path for Cases
- B. Slack message
- C. Escalation Rules
- D. Case Comments

Answer: A

Question: 180

[Implementation Strategies]

A consultant is working on a Service Cloud implementation with a fixed budget and timeline.

Additional requirements were discovered early on that will result in the project exceeding timeline and budget constraints.

What is the first step the consultant should take to address the issue?

- A. Document the gap in requirements and discuss the schedule and budget impact with the project team.
- B. Send a change order to the client to account for the additional budget requirements.
- C. Incorporate the additional requirements into the project scope and continue with the original project schedule.

Answer: A

Question: 181

[Interaction Channels]

Cloud Kicks support agents are getting too many emails due to case ownership changes.

What should the admin recommend to solve the issue?

- A. Create a screen flow to change the case owner and bypass the new ownership email.
- B. Uncheck the "Notify Case Owners when Case Ownership Changes" checkbox in Support Settings.
- C. Instruct users to uncheck the "Send notification email" checkbox when changing the owner.

Answer: B

Question: 182

[Interaction Channels]

Universal Containers (UC) is planning to launch a new product in the next two weeks. Executive leadership wants customer support to monitor social media platforms to intake cases.

Which solution should a consultant recommend to meet the requirement?

- A. Implement an Apex solution.
- B. Use a third-party app from AppExchange.
- C. Use custom case assignment rules.

Answer: B

Question: 183

[Knowledge Management]

Universal Containers (UC) has implemented Knowledge-Centered Support (KCS). Specific article types and categories require approval. Both the "Publish Articles" and the "Submit for Approval" buttons are available on page layouts.

Agents are forgetting to submit certain article types for approval. UC wants to automate the Approval Process.

What should a consultant recommend to meet the requirement?

- A. Use a record-triggered flow to determine when article approvals are needed.
- B. Use a record-triggered flow to submit all articles for approval.
- C. Use a scheduled action to determine when article approvals are needed.

Answer: B

Question: 184

[Service Cloud Solution Design]

Universal Containers wants to let its customers interact in real time with support agents from their computers and mobile devices.

Which feature should a consultant recommend to meet this requirement?

- A. Einstein Chat Bot
- B. Service Cloud Voice
- C. Digital Engagement

Answer: C

Question: 185

[Case Management]

Cloud Kicks provides telephone support to customers. When creating a case, service agents frequently enter shipping postal codes from various countries around the world.

What is the recommended method to ensure accurate data is entered?

- A. Set up duplicate rule with matching rules.
- B. Configure validation rule with VLOOKUP.
- C. Create a cross-object formula.

Answer: B

Question: 186

[Industry Knowledge]

Universal Containers (UC) has a service-level agreement (SLA) with customers that requires an agent to take ownership of and respond to incoming cases within 2 hours of case creation.

Which best practice will help UC meet its SLA?

- A. Auto-Response Rules
- B. Escalation Rules
- C. Entitlements and Milestones

Answer: C

Question: 187

[Service Cloud Solution Design]

Universal Containers has implemented a call-based response system. The call wait time has become too long, and customer service is being affected. Management would like to find a way to reduce customers' wait times and enable agents to handle more inquiries at a time.

Which feature should a consultant recommend?

- A. Case Auto-Response Rule
- B. Einstein Service Replies
- C. Salesforce Messaging

Answer: B

Question: 188

[Case Management]

Universal Containers (UC) is coaching new service agents to improve their productivity and service quality. The agents must understand how to intake a case, mark the required fields for product issues, how to wrap up a case, and how to escalate a case.

Which solution should the consultant advise that service supervisors use to meet these requirements?

- A. Create an Omni-Flow for routing. Use a Screen Pop that serves a flow and the interaction record for the service agent. Report on the Average Handle Time and CSAT.
- B. Place a flow in a Flow component on the case record. Add a custom field to the flow for tracking progress. Create a custom report type for providing the metric.
- C. Set up steps with flows in an Actions & Recommendations deployment. Add the component to the service agent record page. Use Action History to spot check adherence.

Answer: C

Question: 189

[Case Management]

Universal Containers (UC) wants to allow customers to submit cases through its corporate website.

UC wants to avoid a large volume of invalid cases.

Which tool should the consultant use to meet the requirements?

- A. On-Demand Email-to-Case
- B. Web-to-Case
- C. AppExchange Package

Answer: B

Question: 190

[Interaction Channels]

Universal Containers (UC) needs to implement Service Cloud Voice. UC wants to protect its customers' sensitive data and ensure their privacy. UC also wants to use Voice calls for training purposes.

What should the consultant recommend?

- A. Use Sensitive Data Rules to set Sharing Settings for the Voice Call record for the agent and the record owner.
- B. Use Sensitive Data Rules to automatically mask sensitive information in Transcripts and Voice Call data.
- C. Use Sensitive Data Rules to allow agents to Pause and Resume Voice Call recordings while sensitive information

is exchanged.

Answer: C

Question: 191

[Service Cloud Solution Design]

Universal Containers is implementing Service Cloud to make the workflow more efficient and improve customer support.

When setting up Service Cloud, how can a consultant ensure that service agents have access to the right customer information when viewing a case?

- A. Use a formula to pull fields from a contact record to the case.
- B. Use a flow to copy a value from a contact record to the case.
- C. Expose cross object fields on the case record Lightning page.

Answer: C

Question: 192

[Case Management]

The Universal Containers product development team uses Service Cloud. UC has recently added its billing support team to its existing Service Cloud implementation. Upon reviewing the billing and product team's case lifecycles, the following statuses were documented:

- Billing support team: New, Under Review, In Progress, Blocked, Closed
- Product development team: New, Under Review, In Progress, Closed

How should a consultant configure Service Cloud to provide each team with the correct case lifecycle?

- A. Create a Path widget to visualize each team's lifecycle.
- B. Use dynamic forms to hide unnecessary options for each team's lifecycle.
- C. Use Support Processes for each team's lifecycle.

Answer: C

Question: 193

[Contact Center Analytics]

The VP of Service at Cloud Kicks (CK) wants to enable Service Cloud users to access and generate reports using work order data stored in an enterprise data warehouse (EDW).

Which approach should the consultant recommend to streamline this process with minimal effort?

- A. Create a Custom Object and utilize Data Loader to import work order data into Salesforce.
- B. Use Salesforce Connect and External Objects to represent work order data in Salesforce.
- C. Implement a batch integration process that runs every 15 minutes to synchronize work order data into Salesforce.

Answer: B

Question: 194

[Knowledge Management]

Cloud Kicks has several hundred knowledge articles that span dozens of topics and cover a wide range of products, help articles, and trouble shooting ideas. The admin at Cloud Kicks is going to organize the knowledge articles into Data Categories.

What should the admin keep in mind when organizing articles?

- A. There can be up to 10,000 data categories.
- B. Data category hierarchy can have up to 10 levels.
- C. Articles can have up to 8 data categories.

Answer: B

Question: 195

[Case Management]

A consultant has been asked to advise Cloud Kicks (CK) on how to manage 5 years of case data so it is available to customers upon request.

Which feature will help CK users archive and access the case information from an External Object?

- A. Salesforce Big Object
- B. Salesforce connect
- C. Salesforce Case History Object

Answer: B

Question: 196

[Implementation Strategies]

Universal Containers is getting ready to start User Acceptance Testing (UAT) for its customer service transformation project. The consultant has been asked where the testing should occur. The business users and stakeholders need an environment that can support 60 days of UAT and includes representative data from production.

Which environment type should the consultant recommend?

- A. Partial Copy Sandbox
- B. Full copy sandbox

C. Developer Pro Sandbox

Answer: B

Question: 197

[Implementation Strategies]

Universal Containers (UC) is planning a Service Cloud implementation involving complex integrations with external systems.

Which project management methodology should the consultant recommend?

- A. Six Sigma
- B. Waterfall
- C. Agile

Answer: A