



1Z0-465^{Q&As}

Oracle RightNow CX Cloud Service 2012 Essentials

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QUESTION 1

Your customer supports three different brands and needs to be able to send and receive emails using differently branded email.

The end customers may not know that the three brands are supported by the same company or that the Oracle RightNow CX Cloud Service is being used.

Identify the three configurations that must be made to enable this requirement.

- A. Use SMTP Forwarding from your customer's mail server to the default service mailbox.
- B. Create three service mailboxes on the console, and use SMTP forwarding from your customer's mail server.
- C. Use the Friendly From/Branded Address.
- D. Use the custhelp.com email address as the Reply To Address.
- E. Use your customer's branded email address as the Reply To address.

Correct Answer: BCE

Note:

*Key Elements of the RightNow CX August 2011 Release include:

Enhanced Mailbox Branding - Provides a "Friendly From/Branded Address" field to increase personalization and relevance for service and marketing emails.

QUESTION 2

Your customer has asked you to enable their system and agents to capture an order number.

The order number field is a nine-digit alphanumeric field.

They would also like their end customers to enter their own order number when asking a question on the customer portal pages.

Identify three steps to establish the field.

- A. Create a custom field for Answer.
- B. Select the Interface Visibility End User ?Read/Write check box.
- C. Select the Interface Visibility Marketing and Feedback to web form check box.
- D. Create a custom field for Incident.
- E. Set the data type for a custom field to Text Field.
- F. Set the data type for a custom field to Menu.

Correct Answer: ABE



E (not F): Text field not Menu.

QUESTION 3

After an implementation of a Chinese Knowledge base, your customer notices there are some search terms that are not found when searching through the knowledgebase under any use case.

You have verified that there are answers for the search terms being searched, but you also verify that answers are not being returned correctly.

Identify the configuration change you would make to mitigate this problem.

- A. Update the answer keywords
- B. Verify that all selections of the target answer(s) contain the search terms you're looking for.
- C. Create hidden div tags inside the answer's question section to promote the matching of a given target search term that isn't being matched.
- D. Create entries for the word and its syntax in the dictionary file.
- E. Create alias and thesaurus entries with the correct target search terms.

Correct Answer: E

QUESTION 4

Your customer has created a new script and has deployed it to the agents in their call center within their incident workflow.

They have noticed an issue that all of their agents cannot end the script of the places that were designed to.

Identify the two reasons for this.

- A. There are no exit or finished events being triggered on the script pages.
- B. The agents cannot get to the pages where they can end the script.
- C. There are no return events listed in the incident workflow for the script to use.
- D. There are no script beginning and ending buttons enabled for the script pages.

Correct Answer: BC

QUESTION 5

Select the six actions that initiate the business rules engine to run its configured logic.

- A. A customer asks a question on the end user portal.
- B. An agent edits contacts, incidents, organizations, or tasks.



- C. A customer updates their contact details via the end-user pages.
- D. An agent edits an opportunity.
- E. The rules engine is updated.
- F. A customer adds more information to their incident via the end-user pages
- G. An agent creates or edits an answer.
- H. An administrator compiles the rules engine.

Correct Answer: ABCDFG

Not E, not H: changes to the rules engine itself does not initiate the business rules engine.

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