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### QUESTION 1

Universal Containers has an active presence on Twitter and Facebook. Customers\' requests from these social media channels should be responded to by support agents.

What should a consultant recommend to meet this requirement?

- A. Social Persona for Twitter and Facebook.
- B. Social Media Marketing message tagging.
- C. Social Customer Service for Twitter and Facebook.
- D. Einstein Bot social queues.

Correct Answer: C

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### QUESTION 2

The contact center at Universal Containers offers support through phone, email, public website, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management. Which two reports should the contact center manager present to executive management? Choose 2 answers

- A. Number of cases closed by self-service users.
- B. Average call handle time by team.
- C. Number of Knowledge articles created each month.
- D. Number of cases created using Communities by month.

Correct Answer: AD

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### QUESTION 3

A manager would like information on the knowledge base searches conducted by customers and call center agents. Which two metrics are useful for identifying knowledge article effectiveness?

Choose 2 answers

- A. Knowledge search query with no results.
- B. Knowledge articles with the lowest rating.
- C. Number of knowledge articles in each data category.
- D. Knowledge articles created by call center agents.

Correct Answer: AB

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#### QUESTION 4

If a Case cannot be resolved after Tier 1 has performed their troubleshooting steps, the case must be escalated to Tier 2 support. Tier 2 has additional troubleshooting steps. How can a Consultant configure the Lightning Service Console to support this requirement?

- A. Enable Omni-Channel Case assignment
- B. Define separate Record Types for Tier 1 and Tier 2
- C. Implement Lightning Guided Engagement
- D. Configure a Visual Flow Troubleshooting Action

Correct Answer: C

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#### QUESTION 5

Universal Containers has regional contact centers around the world. Support Managers have asked to see support metrics for their region by default.

Which two strategies should a consultant recommend?

- A. Dashboard folder sharing
- B. Org wide default for cases set to private
- C. Dynamic dashboards
- D. Case Object permissions set to create and read

Correct Answer: BC

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#### QUESTION 6

Universal Containers wants to be able to assign Cases based on the same criteria they use for Live Agent chats. Which feature should a Consultant recommend?

- A. Omni-channel Skills-based routing
- B. Live Agent Queue-based routing
- C. Omni-channel Queue-based routing
- D. Case Skills-based Assignment Rules

Correct Answer: B

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#### QUESTION 7



Universal Containers initiates cases based on electronic transmissions from power units.

The case management process is as follows:

1.

A work order is submitted to a field service team to perform a technical review.

2.

After the technical review is closed, an agent needs to contact the customers to review the activities.

3.

Cases can only be closed after the customer review has been completed.

4.

Universal Containers needs to determine whether the work orders and customer contacts should be stored as child cases or on a related custom object.

Which three aspects should the consultant consider to meet these requirements?

Choose 3 answers

- A. Account team relationship to the primary contact
- B. Case closure rules on the original case
- C. Work order and customer contact escalation requirements
- D. Visibility and access to the work order records
- E. Total number of account and contact records in the database

Correct Answer: BCD

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#### QUESTION 8

Universal containers wants to schedule technicians for repair services when an agent is unable to solve customer problem via call center

- A. Omni channel
- B. Contact Requests
- C. field service
- D. Mobile connect

Correct Answer: C

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#### QUESTION 9



A Contact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty.

Which three measures satisfy this requirement? Choose 3 answers

- A. customer satisfaction Survey
- B. Customer Purchase History
- C. Customer Support Requests
- D. Net promoter Score
- E. Service Level Agreement

Correct Answer: ABD

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#### QUESTION 10

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 reporting solution should be recommended?

- A. Create a report using the Case Lifecycle report type.
- B. Create a report using the Case Age report type.
- C. Create a report using the Case Historical Trending report type.
- D. Create a report using the Case Snapshot report type.

Correct Answer: A

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#### QUESTION 11

Which two capabilities of Lightning Knowledge ensure accurate content in Articles? Choose 2 answers

- A. Approval Process that assigns an Article to a Reviewer Queue.
- B. Knowledge Action to Publish an Article once the Article is approved.
- C. Validation Rules for article record types to verify all fields during creation.
- D. Data Category to assign an article record type to a Reviewer.

Correct Answer: AD

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#### QUESTION 12

A team of publishers has created and published articles in Salesforce knowledge. The manager of the help desk describe articles are useful to agents. Which reports can the help desk manager use to determine the quality of the



articles? Choose 2 answers

- A. Report on the articles followed in Chatter
- B. Report on agent ratings on articles
- C. Report on agent feedback on articles
- D. Report on the articles attached to cases

Correct Answer: BD

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### QUESTION 13

A contact center manager is looking for ways to overall cost per case.

What Salesforce metrics should the contact center manager evaluate? (Choose 2)

- A. Average number of activities per case
- B. Average number of articles attached to a case
- C. Total number of cases by origin
- D. Average customer satisfaction score by case

Correct Answer: AB

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### QUESTION 14

A new customer to Salesforce is considering implementing a customer portal. The customer has millions of users and plans to evaluate a high-volume customer portal.

What is a key consideration when configuring a customer portal?

- A. Users cannot own records
- B. Users can download and view content
- C. Users are not associated with a role in the hierarchy
- D. Users can be part of a case team

Correct Answer: C

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### QUESTION 15

Which three are characteristics of Visual Workflow? Choose 3 answers

- A. Apex code must be used to update fields in the database.



- B. Elements can be used to pass data to legacy systems.
- C. Apex code must be used to pass data to legacy systems.
- D. Only one version of a flow can be activated at a time.
- E. Elements can be used to update fields in the database.

Correct Answer: ABD

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