

# Salesforce

## Exam Questions Service-Cloud-Consultant

Salesforce Certified Service cloud consultant (SP19)



#### NEW QUESTION 1

- (Exam Topic 1)

Universal Containers' contact center would like to measure and communicate case escalation rates to management. Which solution should a consultant recommend to meet this requirement?

- A. Create a bucket field on a report to calculate the percentage of escalated cases
- B. Create a case report with a custom summary formula to calculate the percentage of escalated cases
- C. Create a formula field on the case record to calculate percentage of escalated cases
- D. Create a daily snapshot report of all cases and calculate percentage of escalated cases

**Answer: B**

#### NEW QUESTION 2

- (Exam Topic 1)

Universal Containers has tested skills-based routing in a sandbox and is ready to deploy to production. Which two deploy solutions should a consultant to ensure skills-based routing is operational in Production?

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

**Answer: AB**

#### NEW QUESTION 3

- (Exam Topic 1)

Universal Containers (UC) wants to schedule for repair service when an agent is unable to solve the customer's problem via the call center. What functionality should a consultant recommend to satisfy the UC's need?

- A. omni Channel
- B. Contact Request
- C. Field Service
- D. Mobile Connect

**Answer: C**

#### NEW QUESTION 4

- (Exam Topic 1)

Which two solutions should Universal Containers consider to increase Contact Center Agent productivity? Choose 2 answers

- A. Enable templates for written responses.
- B. Increase the number of agents.
- C. Improve the agent interface.
- D. Employ surveys to confirm customer satisfaction.

**Answer: AD**

#### NEW QUESTION 5

- (Exam Topic 1)

The Universal Containers Contact Center has Customer Support Agents who speak Spanish and wants all cases where Spanish is the preferred language to be handled by these agents in real time. Universal Containers allows customers to contact agents through phone and chat.; Which solution should be implemented to support this?

- A. Case Auto -Response Rules
- B. Omni -Channel
- C. Case Assignment Rules
- D. Visual Workflow

**Answer: B**

#### NEW QUESTION 6

- (Exam Topic 1)

Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which three benefits can be expected from KCS adoption? Choose 3 answers

- A. Increased call deflection
- B. Increased call routing accuracy
- C. Reduced issue resolution time
- D. Reduced support channels
- E. Optimized use of resources

**Answer: CDE**

#### NEW QUESTION 7

- (Exam Topic 1)

The Universal Containers' customer support organization has implemented Knowledge Centered Support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should. Which two should the company do to address this situation? Choose 2 answers

- 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. Create a dashboard that includes articles submitted by agents and approved for publication.
- D. Require agents to check a box on the case when submitting a new suggested article.

**Answer:** AC

#### **NEW QUESTION 8**

- (Exam Topic 1)

Universal Containers allows Agents to work remotely using a company -provided laptop, but does NOT control the quality of their internet service. Agents must be able to use live agent functionality remotely. Which two options should a Consultant recommend to ensure Agents can efficiently use this functionality? Choose 2 answers

- A. Ensure each laptop has a modern browser installed.
- B. Coach users on minimizing open console tabs.
- C. Allow the user to log into Live Agent from multiple browsers.
- D. Add additional components to the Lightning console.

**Answer:** AB

#### **NEW QUESTION 9**

- (Exam Topic 1)

UC wants to implement a Knowledge management process with the following requirements: It must contain four different kinds of content: customer FAQs, product specifications, contact center procedures, and product manuals. It must provide the ability to filter Knowledge search results by a single product, multiple products, or all 56 products. Any product-related content created by contact center agents must be approved by the contact center manager and the Knowledge manager before being published. Product content should only be visible internally to contact center agents who handle the product. How should a consultant recommend that Knowledge be configured? Choose 3 answers.

- A. Configure workflow rules for each data category
- B. Configure article types for each kind of content
- C. Define approval processes for each article type
- D. Define approval processes for each product
- E. Configure data category values for each product

**Answer:** ABE

#### **NEW QUESTION 10**

- (Exam Topic 1)

Universal Containers would like to provide their contact center agents with a map image of their customers location based on the Shipping Address of their Account Record. What should a consultant recommend as part of the solution?

- A. An outbound message to a middleware platform to provide map details
- B. A mashup integration on the Account page to a third-party mapping service
- C. A Web Service call-out that retrieves map details from the backend system
- D. A custom tab of type URL that displays a map image of customer location

**Answer:** B

#### **NEW QUESTION 10**

- (Exam Topic 1)

What should a consultant recommend to ensure chat requests contain enough information for reps to effectively respond?

- A. Customize the lightning console that page.
- B. Configure a chat validation rule.
- C. Customize the pre-chat form.
- D. Configure lightning guided engagement.

**Answer:** C

#### **NEW QUESTION 15**

- (Exam Topic 1)

Universal Containers will be launching a telesales contact center. What should be considered in the design? Choose 2 answers.

- A. Integration with Field service teams and apps
- B. Strategies to maximize call deflection
- C. Performance for high volume of interactions
- D. Integration with Lead Generation team and apps

**Answer:** CD

#### **NEW QUESTION 17**

- (Exam Topic 1)

A client's Support Call Center has seen an increase in call volume on a new product line. The agents are having problems resolving issues and have been escalating to Tier 2 for support.

Which action should be taken to reduce the call volumes and escalations?

- A. Create Knowledge Articles and publish internally and publicly.
- B. Configure IVR routing to bypass Tier 1 for the product line.
- C. Configure Omni-channel to assign cases directly to Tier 2.
- D. Create a dashboard to track and manage call volumes by type.

**Answer:** A

#### **NEW QUESTION 22**

- (Exam Topic 1)

Universal Containers requires that users have the ability to view specific cases, as determined by the product type field on the case. An email should be sent to the users when a case to which they have access is created or closed. What should a consultant recommend to meet these requirements? (Choose 2)

- A. Escalation rules
- B. Case teams
- C. Workflow rules
- D. Auto-response rules

**Answer:** BC

#### **NEW QUESTION 24**

- (Exam Topic 1)

Universal Containers wants to ensure the contracted service level requirements for its clients are being met. What should be configured to meet this requirement?

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

**Answer:** A

#### **NEW QUESTION 27**

- (Exam Topic 1)

A company is changing its case management system to Salesforce. All active accounts, contacts, and closed cases for the past 5 years must be migrated to Salesforce for go-live.

Which approach should be used for the data migration?

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

**Answer:** D

#### **NEW QUESTION 29**

- (Exam Topic 1)

Universal Containers has determined that case list views are slow to load because of the large number of cases in the system.

Which two actions will improve the performance of the list views? Choose 2 answers

- A. Restrict visibility of the views
- B. Reduce the number of fields displayed
- C. Filter the views by case owner
- D. Remove filter criteria from the views

**Answer:** BC

#### **NEW QUESTION 33**

- (Exam Topic 1)

Universal containers uses social media to monitor new trends and issues that require a response by their community team. What solution should a consultant recommend to automate the creation of customer contacts and cases from universal containers social channels when negative product sentiment is expressed?

- A. Implement salesforce radian 6 with filters against the company's twitter account and assign new cases to twitter queue
- B. Configure Salesforce Twitterforce and workflow rules for negative product sentiments that automatically create a contact and a case
- C. Configure Salesforce social hub workflow for negative sentiments that automatically creates a contact and a case
- D. Integrate Service cloud with Google Analytics and use workflow rules for case and contact creation based on key values

**Answer:** A

#### **NEW QUESTION 37**

- (Exam Topic 1)

Universal Containers recently implement Service Cloud. The Support Manager notices that cases are being distributed unevenly across the team.

What should the consultant recommend to address this problem

- A. Configure Case Assignment Rules to use Queues.

- B. Configure Omni-Channel Routing Model as Most Available.
- C. Configure Case Assignment Rules to use Users.
- D. Configure Omni-Channel Routing Model as Least Active.

**Answer:** B

**NEW QUESTION 38**

- (Exam Topic 1)

What statement is true about the Salesforce Knowledge article lifecycle?

- A. Approval process CANNOT allow publishing of articles that have specific validation statuses
- B. Article permission sets allow agents to participate in the article publishing process
- C. Articles CANNOT be published until they are reviewed and validated by a qualified author
- D. Knowledge uses public groups as a way to assign users to specific tasks related to articles

**Answer:** B

**NEW QUESTION 41**

- (Exam Topic 1)

A customer-submitted case is routed to a service desk agent at Universal Containers. After the agent responds to the case, the agent realizes the customer is not eligible for support. Which solution should a consultant recommend to prevent this scenario from happening in the future?

- A. Add the entitlement related list to account page layouts.
- B. Add the entitlement lookup field to case page layouts.
- C. Add a Validation Rule that ensures each Case has an entitlement.
- D. Add a Validation Rule that ensures each Account has an entitlement.

**Answer:** A

**NEW QUESTION 45**

- (Exam Topic 1)

The contact center at universal containers wants to increase its profit margins by promoting call deflection with service cloud. Which two solutions should a consultant recommend? Choose 2 answers

- A. Customer community
- B. Knowledge base
- C. Service cloud console
- D. Automatic call distribution

**Answer:** AB

**NEW QUESTION 46**

- (Exam Topic 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.

**Answer:** A

**NEW QUESTION 49**

- (Exam Topic 1)

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

- A. Omni Channel
- B. Process Builder Assignment
- C. Live Agent
- D. Case Assignment Rules

**Answer:** A

**NEW QUESTION 54**

- (Exam Topic 1)

Universal Containers (UC) is developing a strategy for supporting customers on social media sites. UC's requirements include the ability to:

- Monitor Facebook fan page for new posts and comments from customers

- Link new posts and comments to an existing customer record
- Respond to posts from the existing Salesforce Console for Service
- Create and link social personas to contacts

What should a consultant recommend to meet these requirements?

- A. Create a Lightning Platform app for Facebook monitoring.
- B. Enable Social Customer Service.

- C. Integrate Facebook to its existing Customer Community.
- D. Enable Salesforce social profile on contacts.

**Answer:** D

**NEW QUESTION 58**

- (Exam Topic 1)

Which Search mechanism should be used to find Case Comments from within the Lightning Service Console?

- A. Comment Search Component
- B. Comments List View
- C. Global Search
- D. Search Utility Component

**Answer:** C

**NEW QUESTION 63**

- (Exam Topic 1)

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

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

Which solution will meet these requirements?

- A. Use Process Builder for notifications and case teams to monitor cases.
- B. Use Process Builder for notifications and account teams to monitor cases.
- C. Use escalation rules for notifications and account teams to monitor cases.
- D. Use escalation rules for notifications and case teams to monitor cases.

**Answer:** A

**NEW QUESTION 67**

- (Exam Topic 1)

Universal Containers provides Customer Support for two separate business operations. The cases managed for each operation have different steps and fields. Which three features could be implemented to support this? Choose 3 answers

- A. Omni-Channel
- B. Page Layouts
- C. Record Types
- D. Support Processes
- E. Article Types

**Answer:** ACD

**NEW QUESTION 69**

- (Exam Topic 1)

Universal Containers has implemented Service Cloud in its call center and wants to integrate it with its existing telephony system. All members of staff use a standard build for desktop computers and the IT department has indicated that they are unable to produce a custom desktop build for the call center staff. Which solution should a consultant recommend?

- A. Implement an adapter using the Telephony API.
- B. Move to a cloud -based telephony system.
- C. Implement an adapter built on Open CTI.
- D. Build an adapter using the telephony vendor's toolkit.

**Answer:** C

**NEW QUESTION 72**

- (Exam Topic 1)

The Universal Containers sales team has been so successful in signing new customers that the support team is unable to provide same-day customer assistance. What should a consultant recommend to address this problem?

- A. Limit Customers to 5 Cases per day.
- B. Provide a self-help Customer Community.
- C. Add more support phone lines.
- D. Ask sales reps to respond to support Cases.

**Answer:** B

**NEW QUESTION 73**

- (Exam Topic 1)

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

- A. Keep all open in tabs.
- B. Use a second Console session.
- C. Define a custom List View.
- D. Add History to the Utility bar.

**Answer:** D

**NEW QUESTION 75**

- (Exam Topic 1)

Universal Containers wants to measure the efficiency of its contact center. Which three metrics should the contact center manager analyze? Choose 3 answers

- A. Number of open cases per day
- B. Number of new customers added
- C. Number of closed cases on first call
- D. Average number of days to close cases
- E. Number of cases escalated

**Answer:** ADE

**NEW QUESTION 77**

- (Exam Topic 1)

The Universal Containers contact center offers support via email, the Internet, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management. What report should the contact center manager present to executive management? Choose 2 answers

- A. Average call handle time by team
- B. Number of cases created using portal
- C. Number of cases closed by a self-service user
- D. Number of IVR inquiries without agent involvement

**Answer:** BC

**NEW QUESTION 82**

- (Exam Topic 1)

At Universal Containers, a support agent dedicated to one customer regularly handles complex integration-related cases. In these cases, the agent collaborates with Universal Containers product development team and the client's system integration. What would the consultant recommend to expedite the handling of these cases?

- A. Build a repository of Knowledge articles related to integration and share it with the customer.
- B. Enable Chatter case feed and add product development team members to the case team.
- C. Create a related child case and assign the child case to the product development team.
- D. Create a private Chatter group with customers and invite key individuals to join the group.

**Answer:** D

**NEW QUESTION 84**

- (Exam Topic 1)

Which two configuration steps are required before quick actions can be used in Macros?

- A. Global Actions needs on the publisher layout.
- B. Quick Actions must be enabled in the org.
- C. The specific quick action must be added to the case Feed.
- D. The specific quick action must be added to the case record Type.

**Answer:** BC

**NEW QUESTION 89**

- (Exam Topic 1)

Universal Containers recently deployed a Salesforce Knowledge implementation, but is looking to evaluate the quality of the articles being produced. What should the Consultant recommend to gather information on Knowledge article usefulness?

- A. Contact Salesforce to send a report on article efficacy.
- B. Send out a monthly survey to customers requesting feedback.
- C. Install Knowledge Base Dashboards and Reports AppExchange package.
- D. Create a group of super users that will evaluate and manage articles.

**Answer:** C

**NEW QUESTION 92**

- (Exam Topic 1)

A customer is planning a Service Cloud implementation. The customer's current database has the following number of records:

- \* 10 million cases
- \* 1 million accounts
- \* 3 million contacts

When planning to migrate this data into Salesforce, what implications should be considered? (Choose 2)

- A. The Salesforce org may be slow during the data import
- B. Related lists on the case object may be slow to populate
- C. Salesforce reporting speed may be affected
- D. Result may be slow when searching for records

**Answer:** CD

#### NEW QUESTION 95

- (Exam Topic 1)

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.

**Answer:** ABD

#### NEW QUESTION 96

- (Exam Topic 1)

Universal Containers (UC) hired 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 two features should a consultant integrate into the Service Console? Choose 2 answers

- A. Lightning Process Builder
- B. Interaction Log
- C. Lightning Row for Service
- D. Path for Cases

**Answer:** BC

#### NEW QUESTION 98

- (Exam Topic 1)

What are three best practices that should be used when deploying Salesforce functionality to production? Choose 3 answers

- A. Ensure that at least 60% of the code is covered by unit tests before deploying to production.
- B. Plan and communicate the deployment to all users of the organization in advance.
- C. Select a window of time when users will NOT be making changes to the organization.
- D. Ensure all users refrain from logging into production for an entire day prior to deployment.
- E. Migrate a test deployment to a staging environment for a smoother real-life experience.

**Answer:** BCE

#### NEW QUESTION 101

- (Exam Topic 1)

Universal Containers wants to deploy the Service Cloud to its contact centers located across North America, Europe, and Asia. The company wants standardized contact center processes and reporting implemented in its centers worldwide.

Which approach should a consultant recommend in this scenario?

- A. Assign a global team of experienced agents and leaders to create a common design template and report structure.
- B. Assign teams in each major contact center to design a solution unique to its needs and have an analyst build a combined report.
- C. Recommend utilizing out-of-the-box functionality to reduce cost and ensure one worldwide process and reporting.
- D. Recommend that the VP of Worldwide Support design a global template to provide a clear vision and standardization.

**Answer:** A

#### NEW QUESTION 104

- (Exam Topic 1)

Service Representatives are complaining that their Lightning Service Console is too crowded making it difficult to find the tabs and features they need. After reviewing the Service Representatives console use, all configured features are required. Which solution should a Consultant suggest to improve the efficiency of console users?

- A. Enable Keyboard shortcuts
- B. Define criteria-based record page components
- C. Configure Macros
- D. Create multiple Console layouts

**Answer:** A

#### NEW QUESTION 107

- (Exam Topic 1)

Which feature should a consultant configure to allow global service reps to call customers from within the lightning service console?

- A. Open CTI
- B. Lightning dialer
- C. Local presence
- D. Macros

**Answer:** B

#### NEW QUESTION 112

- (Exam Topic 1)

Universal Containers wants to provide a more consistent service experience to its customers and is evaluating the Service Cloud macro feature.

Which three configurations must be made? Choose 3 answers

- A. Users must use Lightning Experience.
- B. Publisher Actions used in the macros must be on the page layout.
- C. The Macros widget or utility must be added to the console.
- D. The Run Macros Permission must be granted to users.
- E. The Run Macros Action must be on the page layout.

**Answer:** ABD

**NEW QUESTION 114**

- (Exam Topic 1)

A customer calls the service desk at Universal Containers. The agent assigned to the call creates a case to capture the issue, but later realized the caller is not eligible for support. What solution should a consultant recommend to prevent the scenario from happening in the future?

- A. Add the entitlements related list to contact records
- B. Add the entitlement contacts related list to account records
- C. Add the assets related list to contact records
- D. Add the service contract related list to contact records

**Answer:** A

**NEW QUESTION 118**

- (Exam Topic 1)

A Service Rep transfers a Live Agent Chat to another Rep. Which two things will happen?

- A. The Customer is shown the new Rep's name
- B. Both Service Reps can chat with the customer
- C. The chat transcripts and case are transferred
- D. The Customer doesn't know they were transferred

**Answer:** AC

**NEW QUESTION 120**

- (Exam Topic 1)

Universal Containers wants to implement Omni channel within service cloud for its representatives. What is the first step required to configure Omni channel?

- A. Contact salesforce to have Omni channel enabled.
- B. Enable Omni channel in setup.
- C. Assign users to the Omni channel feature license.
- D. Assign users to Omni channel permissions.

**Answer:** B

**NEW QUESTION 124**

- (Exam Topic 1)

Universal Containers recently rolled out a Salesforce Knowledge implementation; however, users are finding unreliable and unrelated Knowledge Articles displayed in the Knowledge One widget in the Salesforce Console.

Which two actions should a Consultant recommend to address the lack of quality checking? Choose 2 answers

- A. Set up an intuitive Data Category hierarchy
- B. Restrict the Manage Articles user permission
- C. Enable and configure wildcards for article searches
- D. Require that an article be added when closing a case

**Answer:** AB

**NEW QUESTION 129**

- (Exam Topic 1)

Universal Containers uses Live Agent to interact with customers. Service Reps complain that it takes too much time to end the chat and close the case.

Which two features should a Consultant recommend to address this concern? Choose 2 answers

- A. Visual Workflow
- B. Lightning Guided Engagement
- C. Quick Text
- D. Macros

**Answer:** CD

**NEW QUESTION 132**

- (Exam Topic 1)

Universal Containers customer support management wants to provide proactive communication to customers who are likely to provide low customer satisfaction (CSAT) scores. What customer-related metric should the customer support management analyze? Choose 2 Answers

- A. Escalated cases by account month to date
- B. High priority cases opened by account month to date
- C. Time spent by account year to date

D. New cases opened by the account channel

**Answer:** AB

**NEW QUESTION 134**

- (Exam Topic 1)

Universal Containers wants to notify Support Managers when a new case has been untouched for more than two business days. Which approach should a consultant implement?

- A. Define Case Auto-Response Rules.
- B. Establish Case Assignment Rules.
- C. Create a Process Builder with Scheduled Actions.
- D. Configure Case Escalation Rules.

**Answer:** A

**NEW QUESTION 136**

- (Exam Topic 1)

Universal Containers is setting up a field service dispatch contact center. Which functionality should be considered when designing the contact center? (Choose 2)

- A. Chatter groups for customer
- B. Mobile access to case information
- C. Visibility into service entitlements
- D. Predictive dialer for outbound calls

**Answer:** BC

**NEW QUESTION 139**

- (Exam Topic 1)

UC has two customer service contact centers and each focuses on a specific product line. Each contact center has a varying call volume, contributing to a high operational cost for the company. UC wants to optimize the cost without compromising customer satisfaction. What can a consultant recommend to accomplish these objectives? Choose 2 answers.

- A. Implement a customer self-service portal
- B. Enable agents to transfer calls to other agents
- C. Cross-train agents on both product lines
- D. Prioritize customer calls based on their SLA

**Answer:** AC

**NEW QUESTION 144**

- (Exam Topic 1)

Universal Containers wants to let its customers interact real-time with support agents from their computers and mobile devices. What feature should a consultant recommend to meet this requirement?

- A. Web-to-Case
- B. Embedded Chat Service
- C. Customer Community
- D. Case Assignment Rules

**Answer:** B

**NEW QUESTION 148**

- (Exam Topic 1)

UC's 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 20MB per inquiry  
Over 10,000 inquiries per day  
Which solution should a consultant recommend to meet these requirements?

- A. Email-to-Case
- B. Web-to-Case
- C. On-Demand Email-to-Case
- D. Customer Chatter groups

**Answer:** C

**NEW QUESTION 150**

- (Exam Topic 1)

Universal Containers is using the Lightning Service Console for managing cases and wants to add a softphone to enable click-to-call capability. Which three configurations are needed for the softphone to work in Salesforce? Choose 3 answers

- A. Install an adapter from AppExchange to work with third-party CTI systems.
- B. Enable Live Agent in their community to chat with an agent.
- C. Assign the correct Salesforce users to the Call Center.
- D. Create a softphone layout and assign to user profiles.
- E. Assign the Salesforce CTI license to Salesforce users.

**Answer:** ACD

**NEW QUESTION 154**

- (Exam Topic 1)

Support Managers have requested the ability to provide real-time feedback to Agents during customer chat sessions. What feature should a consultant configure to meet this requirement?

- A. Push Notifications
- B. Case Feed
- C. Omni-channel Supervisor
- D. Next Best Actions

**Answer:** C

**NEW QUESTION 158**

- (Exam Topic 1)

A contact center manager needs to restrict who can create a FAQ Article Type within Knowledge. What should a consultant recommend to accomplish this requirement? (Choose 2)

- A. Hide the Article Management tab for users who should have read-only access to articles.
- B. Set the organization-wide default to private and create sharing rules for the FAQ article type
- C. Enable the Manage Articles permission for the publisher profile and assign it to users
- D. Create a publisher profile that includes create access on the FAQ article type.

**Answer:** CD

**NEW QUESTION 161**

- (Exam Topic 1)

The Support Manager at Universal Containers has determined that there are five common case types that are always resolved during the first call. Additionally, the support manager noticed that support agents are sending similar emails to the customer for each case.

Which three solutions can a consultant implement to minimize the time it takes a support agent to create emails for these cases?

- A. Implement Quick Text
- B. Enable the Support Process for default email templates
- C. Implement Macros
- D. Implement Email-To-Case
- E. Enable the support setting for default email templates

**Answer:** ACE

**NEW QUESTION 165**

- (Exam Topic 1)

Universal Containers is preparing to implement Service Cloud for its global Support team. Requirements gathering sessions have resulted in a large set of required deliverables.

What should a consultant recommend as the next step?

- A. Prioritize the requirements based on who submitted them.
- B. Identify the requirements needed for initial GoLive.
- C. Provide a timeline that addresses all the requirements.
- D. Organize the requirements from largest to smallest.

**Answer:** B

**NEW QUESTION 169**

- (Exam Topic 1)

Universal containers wants to assign support agents to handle only specific interaction channels based on one of the following channel groupings a) Phone b) Phone and email c) Social media (facebook and twitter). What should a consultant recommend to accomplish this?

- A. Create a service cloud console to support all channel groupings.
- B. Create an agent profile for each channel grouping.
- C. Create a unique case page layout for each channel grouping.
- D. Create an agent role for each channel grouping.

**Answer:** C

**NEW QUESTION 173**

- (Exam Topic 1)

Universal Containers wants to provide its five million customers a solution where customers can submit inquiries, monitor the status of those inquiries, and view their contact information.

Which type of Community license should be used to meet these requirements?

- A. Company Community
- B. Employee Community
- C. Customer Community
- D. Partner Community

**Answer:** C

#### NEW QUESTION 174

- (Exam Topic 1)

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

**Answer:** ABD

#### NEW QUESTION 178

- (Exam Topic 1)

What are two basic concepts of Knowledge-Centered Support (KCS)? Choose 2 answers

- A. Evolving content-based product lifecycles
- B. Creating content as a result of solving issues
- C. Rewarding learning, collaboration, sharing and improving.
- D. Developing a knowledge base on the experience of an individual

**Answer:** BC

#### NEW QUESTION 183

- (Exam Topic 1)

Customer Support Agents are frustrated with how they interact with their current case management solution and have asked for a more streamlined way to manage and view cases.

Which solution will improve productivity and allow the Agents to quickly create and view notes, log calls, update cases, and communicate with customers?

- A. Configure the Case highlights panel
- B. Add a Visualforce page to the Case layout
- C. Create Salesforce Classic Quick Action
- D. Configure Case Feed page layouts

**Answer:** D

#### NEW QUESTION 186

- (Exam Topic 1)

Universal Containers initiates cases based on electronic transmissions from power units. The case management process is as follows:

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

After the technical review is closed, an agent needs to contact the customers to review the activities. Cases can only be closed after the customer review has been completed.

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

**Answer:** BCD

#### NEW QUESTION 187

- (Exam Topic 1)

A company would like to implement a solution that would hold service reps accountable to customer Service Level Agreements.

Which two steps should be completed to meet this request? Choose 2 answers

- A. Enable Work Orders.
- B. Create an Entitlement Process.
- C. Set up Milestones.
- D. Configure Service Contracts.

**Answer:** BC

#### NEW QUESTION 191

- (Exam Topic 1)

Universal Containers is implementing an entitlement process to measure customer service level agreements (SLAs).

Which two approaches can be used to accomplish this goal? Choose 2 answers

- A. Representing metrics such as first-response and resolution time on cases
- B. Monitoring the case escalation rule queue to confirm service levels are met
- C. Identifying the customer contact associated with a particular stage of a service contract
- D. Displaying whether a case response complies with a customer's service level agreement

**Answer:** AD

**NEW QUESTION 194**

- (Exam Topic 1)

What are three considerations when adding a report chart to a Console Component? Choose 3 answers

- A. The report chart is added to the Page Layout.
- B. The report is shared with a Chatter Group.
- C. The report is a Summary or Matrix report.
- D. The report contains a chart.
- E. The report has a standard Report Type.

**Answer:** CD

**NEW QUESTION 198**

- (Exam Topic 1)

Universal Containers 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 Agreement. Which feature should the Consultant consider?

- A. Omni-Channel
- B. Entitlements
- C. Case Escalation
- D. Case Milestones

**Answer:** B

**NEW QUESTION 201**

- (Exam Topic 1)

How should a consultant provide suggested article functionality to lightning service console users?

- A. Add the suggested article widget to the case page layout.
- B. Add the knowledge component to the service console.
- C. Create email templates with knowledge articles attached.
- D. Add the knowledge tab to the console app.

**Answer:** B

**NEW QUESTION 204**

- (Exam Topic 1)

Universal Containers is using the Service Cloud Console for managing cases. They would like to add the Salesforce SoftPhone to enable click-to-dial capability. What needs to be configured for the SoftPhone to work in Salesforce?; Choose 3 answers

- A. Assign the Salesforce users to the Call Center.
- B. Install an adapter from AppExchange to work with third-party CTI systems
- C. Use Apex to create an adapter to work with third-party CTI systems
- D. Create a SoftPhone layout and assign to user profiles
- E. Assign the Salesforce CTI license to Salesforce users

**Answer:** ABD

**NEW QUESTION 207**

- (Exam Topic 1)

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.

**Answer:** CD

**NEW QUESTION 208**

- (Exam Topic 1)

KCS (knowledge centered support) what is it? Choose 2 Answers

- A. Standard for managing customer support and delivery
- B. Method for social media management
- C. Share knowledge with the business partners
- D. Process for creating and maintaining knowledge

**Answer:** CD

**NEW QUESTION 213**

- (Exam Topic 1)

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 historical trending report type.
- B. Create a report using the case snapshot report type.
- C. Create a report using the case age report type.
- D. Create a report using the case lifecycle report type.

**Answer: D**

**NEW QUESTION 217**

- (Exam Topic 1)

Field engineers often need to access current inventory levels of products the customer has purchased while at customer sites. Which solution should a Consultant recommend to meet this requirement?

- A. Implement Field Service Lightning.
- B. Integrate with an enterprise resource planning system.
- C. Develop and publish a knowledge management system
- D. Configure Visual Flows on Salesforce mobile.

**Answer: B**

**NEW QUESTION 221**

- (Exam Topic 1)

A company frequently has issues with customers that need complex, hands-on technical support with high-priority issues in difficult-to-visit locales. What should be recommended for reliable, real-time support to customers with these restrictions?

- A. Customer Community
- B. Field Service Lightning
- C. SOS Video Chat
- D. Salesforce Knowledge

**Answer: C**

**NEW QUESTION 225**

- (Exam Topic 1)

A contact center was unable to assign cases by case type before service was implemented, the director support needs to know which metrics to examine to determine whether the newly set up assignment rules are assigning a similar number of cases to each agent. Which metric should be recommended? Choose 2 answers

- A. Number of cases created sorted by order
- B. Number of cases by type by owner
- C. Number of cases in each status
- D. Number of solutions created per agent

**Answer: AB**

**NEW QUESTION 227**

- (Exam Topic 1)

Universal Containers purchased Knowledge and would like to implement it as soon as possible. What approach should a consultant recommend?

- A. Activate Knowledge One within the Salesforce Console for Service.
- B. Create a Knowledge Visualforce component on the case detail page.
- C. Activate Knowledge One on the case detail page.
- D. Create a Knowledge Visualforce component within the Salesforce Console for Service.

**Answer: A**

**NEW QUESTION 232**

- (Exam Topic 1)

The contact center manager at Universal Containers is concerned that the first call resolution rate for their team is too low and would like to see improvement in this metric. What should a consultant recommend to improve this metric?

- A. Skills -based routing
- B. Private branch exchange
- C. Workforce management
- D. Interactive voice response

**Answer: A**

**NEW QUESTION 235**

- (Exam Topic 1)

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 Email-to-Case with assignment rules
- B. Lightning Email with web routing prioritization
- C. Omni-Channel with prioritized queues
- D. Standard Web-to-Case with assignment rules

Answer: A

**NEW QUESTION 238**

- (Exam Topic 1)

Which capabilities of the console can the company use to help improve its contact center performance? (Choose 2)

- A. Allows Chatter Messenger to be used between agents
- B. Displays records and their related items as tabs on one screen
- C. Is available for users in the partner portal
- D. Indicates when records and lists are changed by others

Answer: AB

**NEW QUESTION 243**

- (Exam Topic 1)

Universal Containers customers are encouraged to submit web cases when they find errors or omissions in product documentation. The information is captured on a case with the "Errata" record type. The Technical Writing Manager would like to send an email to the customer that includes details of the correction process. What should a consultant recommend to meet this requirement?

- A. Create a workflow rule and email alert action that sends an email to the case contact when a case with the "Errata" record type is created
- B. Create an auto-response rule that sends an email to the case contact when a case with the "Errata" record type is created
- C. Create an Apex trigger that sends an email to the case contact when a case with the "Errata" record type is created
- D. Create an assignment rule that sends an email to the case contact when a case with the "Errata" record type is created

Answer: A

**NEW QUESTION 247**

- (Exam Topic 1)

Universal Containers has recently implemented a Customer Community to allow its customers to create and update their cases online. What should a consultant recommend to ensure Customer Community users are able to access only their cases online, including cases created by the support team on their behalf over the phone?

- A. A sharing set to grant the Customer Community user access to records associated to their Contact record.
- B. An organization-wide default of Public Read/Write on the Case object.
- C. A sharing rule to ensure record access is granted based on the Customer Community user role hierarchy.
- D. A sharing rule to ensure record access is granted based on criteria of the case.

Answer: D

**NEW QUESTION 249**

- (Exam Topic 1)

A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system. A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system. Which two metrics can be used to assess the success of the new workforce management system? Choose 2 answers

- A. Number of calls offered
- B. Agent utilization
- C. Quality monitoring score
- D. Schedule adherence

Answer: BD

**NEW QUESTION 251**

- (Exam Topic 2)

Which feature should a Consultant configure to allow global Service Reps to call customers from within the Lightning Service Console?

- A. Open CTI
- B. Macros
- C. Local Presence
- D. Lightning Dialer

Answer: D

**NEW QUESTION 252**

- (Exam Topic 2)

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

Answer: B

**NEW QUESTION 254**

- (Exam Topic 2)

A Knowledge administrator has created an article for a promotion that starts at the beginning of the following month. How would the administrator ensure the article is available on the first of the month?

- A. Create a task related to the article with a reminder set for the article start date.
- B. Create a workflow rule to update the article status to Published on the article start date.
- C. Set the article publish date to automatically display the article on the start date.
- D. Send an email reminder to update the article status to Published on the start date.

**Answer: C**

#### NEW QUESTION 256

- (Exam Topic 2)

Universal Containers is implementing the Salesforce Service Cloud in its contact center and has requirements listed below.

- \* 2,000 agents are implemented globally 24/7 operations
- \* Open case data will be migrated from a legacy system
- \* New cases will be created in one system only

Which deployment method should be recommended?

- A. Migrate case data and deploy to all users at office
- B. Migrate agents to Force.com Connect Offline during deployment
- C. Deploy in phases using countries as pilots
- D. Deploy based on the number of trainers available

**Answer: C**

#### NEW QUESTION 259

- (Exam Topic 2)

Which of the following measures customer portal adoption/effectiveness among CUSTOMERS (Choose 2)?

- A. # of articles per agent
- B. Most popular articles
- C. # of cases via email
- D. Total cases created

**Answer: BD**

#### NEW QUESTION 263

- (Exam Topic 2)

Universal Containers wants to track customer satisfaction (CSAT). Which solution will automate the process for support agents to survey customers when cases are closed?

- A. Enable the case survey object for the customer portal
- B. Utilize an AppExchange package to handle customer surveys
- C. Create a validation rule for case survey email templates
- D. Modify the user interface settings for the case survey sidebar

**Answer: B**

#### NEW QUESTION 268

- (Exam Topic 2)

How is the hash mark (e.g., #salesforce) used in chatter?

- A. Ties the Chatter message to a topic
- B. Indicates a clickable URL hyperlink
- C. Indicates the name of a group in which to place the Chatter message
- D. Links the Chatter message to Twitter

**Answer: A**

#### NEW QUESTION 271

- (Exam Topic 2)

What solution should a consultant recommend while designing a plan to decrease a company's cost per call? (Choose 2)

- A. Increase the Call-to-Order ratio
- B. Use integrated voice response
- C. Bypass entitlement verification
- D. Use suggested Knowledge articles

**Answer: BD**

#### NEW QUESTION 275

- (Exam Topic 2)

Universal Containers wants to shorten the average call time in its contact centers by prompting the customers to enter customer number and identify their order and product information when they call for support. After providing this information, the customer should then have the option to speak a support agent if they still need help. Which system will help Universal Containers meet this requirement?

- A. Computer Telephony Integration
- B. Interactive Voice Response
- C. Automatic Call Distribution
- D. Order Management System

**Answer:** B

**NEW QUESTION 280**

- (Exam Topic 2)

Universal Containers has implemented Salesforce Knowledge and the service manager wants to encourage agents to use Knowledge base. Which metric should the service manager monitor? (Choose 1 answer)

- A. Number of article votes
- B. Number of customer ratings
- C. Number of approved articles
- D. Number of archived articles

**Answer:** A

**NEW QUESTION 282**

- (Exam Topic 2)

Universal Health Service is setting up Knowledge in its contact center for agents so they can research articles while taking calls. The company needs to migrate the existing knowledge base of documents and images into Salesforce. Which step will be required for the implementation? Choose 3 answers

- A. Create multiple CSV files, one for each article type
- B. Create HTML files referencing images to be uploaded
- C. Match each new article to an existing article type
- D. Create a single CSV file, including all article types
- E. Load all articles with the Apex data loader tool

**Answer:** ABC

**NEW QUESTION 285**

- (Exam Topic 2)

Which document should be created to support the initial planning phase of an implementation project? (Choose 2)

- A. Requirements traceability matrix
- B. Solution design document
- C. Project milestones
- D. Project kickoff presentation

**Answer:** CD

**NEW QUESTION 289**

- (Exam Topic 2)

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

- A. Last modified date and frequent search terms
- B. Last modified date and number of recent article views
- C. Original creation date and average rating of articles
- D. Original creation date and total number of article views

**Answer:** B

**NEW QUESTION 291**

- (Exam Topic 2)

Which feature should a Consultant recommend to allow a Tier 2 Service Representative to take over case processing from Tier 1 and know how far Tier 1 had progressed in troubleshooting?

- A. Service Console Macros
- B. Lightning Guided Engagement
- C. Path for Cases
- D. Lightning Flow Component

**Answer:** B

**NEW QUESTION 293**

- (Exam Topic 2)

Universal Containers is implementing a CTI solution for its inbound service and support contact center. Currently, the company handles only existing customers with support issues. The contact center manager has been tasked with improving sales for the premier support offering. What key metrics can be expected to improve following the CTI implementation? (Choose 2)

- A. Average days to close
- B. Average handle time
- C. First call resolution
- D. Abandon rate

**Answer:** CD

**NEW QUESTION 295**

- (Exam Topic 2)

The Service Desk at Universal Containers is considering implementing a Service Console and is considering using Lightning Experience. Which three features are available only in Classic? Choose 3 answers

- A. Dynamic list updates
- B. Quick Text
- C. Multi-monitor support
- D. Keyboard Shortcuts
- E. Case hover

**Answer:** ACD

**NEW QUESTION 300**

- (Exam Topic 2)

Why would customer upgrade from self-service to customer portal (Choose 3)?

- A. Access to custom objects
- B. Branded site
- C. Simpler and easier to configure
- D. Better reporting

**Answer:** ABD

**NEW QUESTION 302**

- (Exam Topic 2)

Universal Telco sells and supports a line of smart phones. The company offers support via phone, email-to-case, web-to-case, and a customer portal. The call center manager is incented to drive support through customer self-service. Which report should be included on the manager's dashboard? Choose 3 answers

- A. Number of Portal Logins per Day
- B. Knowledge Article Usage
- C. Average Call Handle Time
- D. Cases by Support Channels
- E. Escalated Calls

**Answer:** ABD

**NEW QUESTION 306**

- (Exam Topic 2)

SLA says agent must respond within one hour, or if marked "urgent", resolve within one day. How can this best be achieved?

- A. Use entitlements to define a process and milestones
- B. Use case teams to close
- C. Use escalation rules

**Answer:** A

**NEW QUESTION 307**

- (Exam Topic 2)

When designing a Case management solution to increase agent productivity, which Service Cloud features should you consider first? Choose 2 answers.

- A. Case queues
- B. Case custom reports
- C. Case assignment rules
- D. Case dashboards

**Answer:** AC

**NEW QUESTION 308**

- (Exam Topic 2)

Universal Containers is evaluating whether to implement On-Demand Email-to-Case or Email-to-Case and needs to ensure the solution selected will meet its requirements.

Which customer requirement would require the use of Email-to-Case?

- A. Accepts email attachments larger than 10 MB
- B. Accepts attachments from emails
- C. Handles more the 10,000 emails a day
- D. Requires the use of Transport Layout Security (TLS)

**Answer:** A

**NEW QUESTION 313**

- (Exam Topic 2)

Universal Containers has basic field service requirements and has not yet deployed the Service Cloud. The company would like to automatically create a field service dispatch record and assign it to a queue when specific case criteria are selected by an agent working the case. Which solution will create and route the field service dispatch record when the case is saved?

- A. Use a workflow rule with an action
- B. Use a validation rule
- C. Use a case assignment rule
- D. Use an Apex trigger

**Answer: A**

#### NEW QUESTION 315

- (Exam Topic 2)

The Universal Container's customer support organization has implemented knowledge, knowledge centered support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should. What could the company do to address this situation? (choose 2)

- A. Require agents to check a box on case when submitting a new suggested article
- B. Create a dashboard for articles submitted by agents & approved for publication
- C. Measure & reward agents based on the # of new articles submitted for approval
- D. Measure & reward agents based on the # of new articles approved for publication

**Answer: BC**

#### NEW QUESTION 318

- (Exam Topic 2)

What are some uses of [www.trust.salesforce.com](https://www.trust.salesforce.com) in business continuity planning? (Choose 3)

- A. To provide online security threat information
- B. To provide live and historical data on system performance
- C. To provide information planning planned maintenance
- D. To provide live support for system and data backup
- E. To provide best practices for continuity plans

**Answer: ABC**

#### NEW QUESTION 322

- (Exam Topic 2)

Universal Containers has Technical Support and general Customer Service teams that use unique Service Console applications. Which two configurations should a Consultant use when deploying the console? Choose 2 answers

- A. Assign users to a Permission Set granting the Service User license.
- B. Assign users to a Permission Set with access to the service console app.
- C. Assign users the Service User license on their User record.
- D. Assign users to a Public Group with access to the service console app.

**Answer: BC**

#### NEW QUESTION 326

- (Exam Topic 2)

A consultant is working on a Service Cloud implementation with a fixed budget and timeline. The analysis phase of the project has just been completed. Additional requirements were discovered 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. Adjust the dates in the project plan to account for the additional requirements and communicate the new timeline.
- B. Add development resources to the project team to build out the additional requirements.
- C. Adjust the project scope to accommodate new requirements and continue with the original project schedule
- D. Document the requirements gap and communicate development options to the project team

**Answer: D**

#### NEW QUESTION 327

- (Exam Topic 2)

Case escalation rules triggered on the last modification will be reset each time a user does which of the following actions?

- A. Reads the case
- B. Adds a related comment to the case
- C. Adds an activity or sends an email from the case record
- D. Edits the case
- E. All of the above

**Answer: D**

#### NEW QUESTION 330

- (Exam Topic 2)

All of the following objects may have a queue EXCEPT:

- A. Accounts
- B. Cases
- C. Leads
- D. Custom Objects

**Answer:** A

**NEW QUESTION 331**

- (Exam Topic 2)

A customer utilizes a high-volume Service Cloud portal for its Web customer support and is interested in deploying a chat solution. What should be the first step in configuration and customization?

- A. Create user profiles or permission sets
- B. Enable Chatter Messenger for the organization
- C. Enable Live Agent for the organization
- D. Create an iframe to display the chat window

**Answer:** C

**NEW QUESTION 336**

- (Exam Topic 2)

A report shows average time spent by agents to resolve cases. Nine of twelve agents spend approximately the same time to resolve cases. However, Agent A has a much shorter average time to resolve cases and Agents B and C have a much longer average time to resolve cases. How can the supervisor use this data to drive greater consistency in average time spent by agents across the team? Choose 3 answers:

- A. Document and share the practices of Agent A with the team via knowledge articles
- B. Lower the target for entire team to that of Agent A
- C. Review case history and activities for Agents B and C
- D. Build a dashboard to display individual performance by agent versus the team goal
- E. Update case assignment rules to route more cases to Agent A

**Answer:** ACD

**NEW QUESTION 341**

- (Exam Topic 2)

Universal Containers' customer service technicians need to access the following information while at a customer site to complete the service call: • Customer order history • Level of contracted support • List of replaceable parts Which system can Salesforce integrate with to retrieve this information and make it available to technicians in the field?

- A. An enterprise resource planning system
- B. A knowledge management system
- C. A workforce management system
- D. A third -party mobile application platform

**Answer:** A

**NEW QUESTION 342**

- (Exam Topic 2)

A Contact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty. Which measure can satisfy this requirement?

- A. Customer Satisfaction
- B. Customer Engagement Score
- C. Net Promoter Score
- D. Service-Level Measure

**Answer:** C

**NEW QUESTION 343**

- (Exam Topic 2)

What can universal containers do to reduce costs and immediately improve contact center agent productivity choose 2

- A. Streamline the agent interface.
- B. Enable templates for written responses.
- C. Offer supports through Facebook and twitter.
- D. Implement team productivity dashboards.

**Answer:** AB

**NEW QUESTION 344**

- (Exam Topic 2)

Universal Containers wants to implement Omni Channel within Service Cloud for its representatives. What is the first step required to configure Omni Channel?

- A. Enable Omni Channel in Setup.
- B. Assign Users to the Omni Channel Feature License.
- C. Assign Users to Omni Channel permissions.
- D. Contact Salesforce to have Omni Channel enabled.

**Answer:** A

**NEW QUESTION 347**

- (Exam Topic 2)

Universal Containers has implemented Salesforce Service Cloud with the goal of reducing the number of escalated cases for contact center. What metric should a contact center manager use to analyze this?

- A. Percent of cases closed with an attached article
- B. Percent of cases closed meeting the defined SLA
- C. Percent of cases closed with chatter posts
- D. Percent of cases closed on first contact

**Answer:** B

**NEW QUESTION 351**

- (Exam Topic 2)

Support process: escalation queue if not responded in 2 hours within business hours until marked Urgent which requires 24/7 resolution.

- A. Workflow rule
- B. Validation rules on case process field
- C. Escalation rule to ignore business hours based on case criteria

**Answer:** C

**NEW QUESTION 353**

- (Exam Topic 2)

An Inside Sales Contact Center Manager would like to assess the ROI of the Contact Center. Which three metrics should the Manager use to assess the ROI? Choose 3 answers

- A. Average queue time per agent
- B. Number of leads created
- C. Opportunities per channel
- D. Cost per call
- E. Number of sales queues

**Answer:** BCD

**NEW QUESTION 358**

- (Exam Topic 2)

What is the primary function of a private branch exchange (PBX)?

- A. To receive multiple calls at one time
- B. To use speech recognition to direct calls
- C. To report the caller's background information
- D. To route calls to different agents

**Answer:** A

**NEW QUESTION 363**

- (Exam Topic 2)

The Service Manager at Universal Containers wants to improve the adoption of public Knowledge Articles and has decided to review published articles that have NOT been updated in the last 90 days, so that out-of-date articles can be refreshed. Which solution will allow the Service Manager to see the articles that need to be reviewed?

- A. Provide the Service Manager with edit permissions to the standard Knowledge Article views.
- B. Provide the Service Manager with edit permissions to the standard Knowledge Article reports.
- C. Create a custom report for Knowledge Articles that filters the results based on publication status and last modified date.
- D. Create a custom list view for Knowledge Articles that filters the results based on publication status and last modified date.

**Answer:** C

**NEW QUESTION 368**

- (Exam Topic 2)

Which Lightning Service Console feature should be used to enable Service Reps to send emails with attachments to customers based on the Case details?

- A. Process Builder
- B. Lightning Knowledge
- C. Macros
- D. Visual Workflow

**Answer:** A

**NEW QUESTION 370**

- (Exam Topic 2)

Universal Containers wants to deploy Live Agent as a new support channel, and wants its Support Agents to be able to respond to chats quickly.

Which two features should a Consultant recommend? Choose 2 answers

- A. Configure LiveMessage
- B. Activate quick test
- C. Create quick actions
- D. Deploy Pre-Chat form

**Answer:** BD

**NEW QUESTION 371**

- (Exam Topic 2)

Contact Center management must be notified whenever an Open Case has not been touched for 24 hours. Which feature should a Consultant use to meet this requirement?

- A. Process Builder Scheduled Actions
- B. Time-based Workflow Rules
- C. Scheduled Reports
- D. Milestone Actions

**Answer:** C

**NEW QUESTION 374**

- (Exam Topic 2)

Milestones can be added to which three Object types? Choose 3 answers

- A. Entitlement
- B. Work Order
- C. Service
- D. Case
- E. Account

**Answer:** ABD

**NEW QUESTION 376**

- (Exam Topic 2)

Universal Containers has millions of customers in Salesforce, but only a very small percentage have opened support cases in the past. Recently, Universal Containers has implemented a Customer Community and plans to allow customers to be authenticated users to increase self-service rates. Which two methods should be used to enable the customers on the Community? Choose 2 answers

- A. Have agents manually create Users when Community access is requested by Customers.
- B. Have agents provide Customers with Community registration instructions when working a case.
- C. Identify active Customers and send them registration instructions via email.
- D. Send email notifications to all Customers to join the Community.

**Answer:** BC

**NEW QUESTION 381**

- (Exam Topic 2)

Universal Containers' contact center manager needs to measure the following metrics:

- \* Agent productivity
- \* Customer satisfaction

Which report should a consultant recommend? (Choose 2)

- A. Average handle time
- B. First contact resolution
- C. Average speed to answer
- D. Escalation rate

**Answer:** AB

**NEW QUESTION 384**

- (Exam Topic 2)

To manage the publishing lifecycle for articles in Salesforce Knowledge, the contact center director wants to provide article with various publishing capabilities. What configuration should be recommended to meet this objective?

- A. Assign article managers to public groups and specific article actions to each group.
- B. Assign article managers to publication teams and specific article actions to each team.
- C. Assign article managers to public groups and specific publication states to each group.
- D. Assign article managers to publication teams and specific publication states to each team.

**Answer:** A

**NEW QUESTION 386**

- (Exam Topic 2)

Which feature of Salesforce Knowledge can be leveraged to create a customer-facing product information website? Choose 2 answers.

- A. Display articles in a public knowledge base.

- B. Display articles in Salesforce Answers.
- C. Display articles with HTML, images, and links.
- D. Publish articles to the Web using Salesforce Publisher.

**Answer:** AC

**NEW QUESTION 391**

- (Exam Topic 2)

Which three features should a Consultant recommend to allow a customer to resolve issues through self-service? Choose 3 answers

- A. Customer Community
- B. Web -to -Case
- C. Live Agent
- D. Knowledge Base
- E. Chatter Answers

**Answer:** ADE

**NEW QUESTION 392**

- (Exam Topic 2)

The support manager at universal containers has noticed an increase in average case age, which is negatively impacting customer satisfaction. To research the situation, the support manager wants to know the amount of time that cases have spent within each status during their lifecycle. Which reporting solution should a consultant recommend?

- 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 snapshot report type
- D. Create a report using the Case historical trending report type

**Answer:** A

**NEW QUESTION 393**

- (Exam Topic 2)

UC has completed development and testing of its Service Cloud implementation and plans to migrate functionality from the sandbox environment to the production environment. What should be used for migration functionality?

- A. Data loader, change sets, and Force.com Excel Connector
- B. Force.com migration tool, Force.com IDE, and change sets
- C. Visual Workflow, data loader, and Force.com IDE
- D. Mass Transfer Records, change sets, and Force.com migration tool

**Answer:** B

**NEW QUESTION 398**

- (Exam Topic 2)

Universal containers want to identify potential delays in the customer support process. Which metric should the contact center management analyze? (Choose 1)

- A. Case volume by channel.
- B. Cases created by type.
- C. Open cases by reason.
- D. Average case stage duration.

**Answer:** D

**NEW QUESTION 401**

- (Exam Topic 2)

Universal Container wants to measure the efficient of its Contact Center. Which three metrics should the contact center manager analyze?

- A. Number of Closed cases on first call
- B. Average Number of days to close cases
- C. Number of open cases per day
- D. Number of cases escalated
- E. Number of new customers added

**Answer:** BCD

**NEW QUESTION 403**

- (Exam Topic 2)

Univeral Containers is designing a contact center that will store 20 million cases. Of those, 5 million will need to be accessed for reporting and search. Which approach will ensure best system performance? Choose 3 answers:

- A. Custom indexes
- B. Tiered data strategy
- C. Record types
- D. Divisions
- E. Custom search

Answer: ABD

**NEW QUESTION 404**

- (Exam Topic 2)

Which case submission process leverages Apex email services?

- A. Web-to-Case
- B. Email-to-Case
- C. On-demand Email-to-Case
- D. Case submitted using chat

Answer: C

**NEW QUESTION 408**

- (Exam Topic 2)

A Global company requires public documents to be translated into multiple languages. Which implementation should the consultant recommend?

- A. Lightning Knowledge
- B. Classic Knowledge
- C. Salesforce Content
- D. Salesforce Files

Answer: B

**NEW QUESTION 411**

- (Exam Topic 2)

Which of the following utilize the "Automated Case User" (Choose 3 answers):

- A. When a case is automatically assigned using assignment rules this user is listed in the case history
- B. When an email notification is triggered via workflow this user is listed in the case history
- C. When a case is escalated this user is listed in the case history
- D. When a case is created via Web-To-Case this user is listed in the case history
- E. When a case is created via Email-To-Case this user is assigned as the case owner

Answer: ACD

**NEW QUESTION 412**

- (Exam Topic 2)

UC wants to provide its 20 million customers with a portal where they can: Submit inquiries, Monitor the status of those inquiries, and View their contact information. To meet these requirements, which type of portal license would be most appropriate for the customers?

- A. Partner portal
- B. Service Cloud portal (Customer Community)
- C. Enterprise admin
- D. Sites

Answer: D

**NEW QUESTION 414**

- (Exam Topic 2)

Universal Containers assigns its contact center agents to certain interaction channels and would like to optimize the agents' desktop based on their assigned interaction channels.

What is the best solution?

- A. Create multiple agent console applications and configure the layout based on the user's requirements.
- B. Create multiple Salesforce Console for Service applications and configure them based on user's requirements.
- C. Create case page layouts for each interaction channel and assign them to different agent profiles.
- D. Create a Salesforce Console for Service layout and allow the agents to drag and drop the components they need.

Answer: B

**NEW QUESTION 416**

- (Exam Topic 2)

Universal Health supports medical kits that have been distributed to thousands of hospitals. Hospitals can request future credit by providing kit usage information by patient. The regional processing teams review these requests and award coupons for approved cases. What should a consultant recommend to manage this process using Service Cloud?

- A. Enable the self-service portal to generate logins for the hospital staff by region.
- B. Use Web-to-Lead to capture the credit requests and assign them to regional teams using workflow rules.
- C. Design a custom object to track credit requests and route them regionally using assignment rules
- D. Use cases to track the credit requests and route them to regional teams using assignment rules

Answer: D

**NEW QUESTION 420**

- (Exam Topic 2)

Universal Containers (UC) has hired a consulting firm to implement its new Service Cloud platform and requires quick iterations and a speedy project completion. UC has requested frequently project updates for check-ins and refinement. Which methodology should the Consultant recommend given the requirements?

- A. Force.com IDE
- B. Agile
- C. Kanban
- D. Waterfall

**Answer: B**

#### NEW QUESTION 421

- (Exam Topic 2)

What metrics should a contact center manager consider to measure adoption of Salesforce Knowledge? (Choose 2)

- A. Number of cases escalated by agent
- B. Number of articles created by agent
- C. Number of articles attached to a case
- D. Number of solutions created by agent

**Answer: BC**

#### NEW QUESTION 426

- (Exam Topic 2)

Universal Containers requires that a case is logged for every incoming support call. Each case could require an associated Return Materials Authorization (RMA) and/or Field Service Request (FSR). The original case CANNOT be closed until all RMAs and FSRs are closed. Universal Containers is considering whether RMAs and FSRs should be stored on a child case or on a related custom object. What should Universal Containers consider when designing the solution? Choose 3 answers

- A. Average incoming case volume
- B. Relationship to the primary contact
- C. Case closure rules on the original case
- D. RMA and FSR escalation requirements
- E. Visibility and access to the RMA and FSR records

**Answer: CDE**

#### NEW QUESTION 428

- (Exam Topic 2)

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 30 MB per inquiry
- Over 10,000 inquiries per day

What solution should a consultant recommend to meet these requirements?

- A. Email-to-Case
- B. Customer Chatter groups
- C. Web-to-Case
- D. On-Demand Email-to-Case

**Answer: A**

#### NEW QUESTION 432

- (Exam Topic 2)

A company has created a new onboarding process. An Agent must create ten open activities that align to a step of this onboarding experience. Creating these activities can take up to 20 minutes each to complete.

What should the Agent recommend to minimize costs?

- A. Assign a single agent to create the activities on all new onboarding cases.
- B. Provide a macro that will automatically create the activities when executed.
- C. Add an object-specific custom quick action to create new activities.
- D. Hire a certified developer to write an apex trigger that creates each new activity.

**Answer: B**

#### NEW QUESTION 437

- (Exam Topic 2)

Which step should a consultant take to import articles into Salesforce Knowledge? (Choose 2)

- A. Map articles with HTML sections to rich text area fields
- B. Use change sets to import data categories
- C. Create a separate .csv for each article type
- D. Use the data loader to import unstructured articles

**Answer: AD**

#### NEW QUESTION 438

- (Exam Topic 2)

Universal Containers wants to reduce incoming support phone call volume. What action can be taken to meet this requirement? Choose 2 answers.

- A. Enable service contracts and entitlements.
- B. Implement Salesforce Console for Service to support agents.
- C. Leverage Live Agent for web-based chat.
- D. Implement Salesforce Knowledge on a portal.

**Answer:** CD

#### NEW QUESTION 443

- (Exam Topic 2)

When migrating data from an older system to a new one, what steps should be taken? Choose 2 answers.

- A. Data Cleansing
- B. Data Normalization
- C. Activate data validation rules
- D. Data mapping

**Answer:** AD

#### NEW QUESTION 445

- (Exam Topic 2)

UC's service center needs to provide support for a new product line. The product manager would like to be notified whenever a customer reports a new defect. Which solution should a consultant recommend to meet this requirement?

(choose 1 answer)

- A. Use an escalation rule to move cases into the product manager queue
- B. Use Chatter case feed and case teams to monitor cases
- C. Use an assignment rule to assign new cases to the product manager
- D. Use a workflow rule to send an email to the product manager

**Answer:** D

#### NEW QUESTION 447

- (Exam Topic 2)

UC must 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 problems account for less than 5% of the calls. Billing data is stored in an external system containing over 20 million records. Agents do not want to maintain separate login sessions for Salesforce and the billing system. What solution should a consultant recommend?

- A. Create a custom web service to handle invoice inserts and updates from the billing system
- B. Create a custom tab of type URL that displays a search page from the billing system
- C. Import payment data into Salesforce and add to the contact page layout related list
- D. Create a Visualforce page that retrieves payment information via a Web Service call-out

**Answer:** D

#### NEW QUESTION 448

- (Exam Topic 2)

Which statement is true regarding the Salesforce CTI adapter? Choose 3 answers

- A. It acts as an intermediary between telephony systems, the Salesforce Call Center application, and Salesforce user interface
- B. It is a server-based software program that controls the appearance and behavior of a Salesforce SoftPhone
- C. It is based on the Salesforce CTI Toolkit and consists of source code, libraries, and files
- D. Prebuilt CTI adapters for different telephony systems are available on the Force.com AppExchange
- E. It does NOT require a software install for each call center user on a Windows-based PC.

**Answer:** ACD

#### NEW QUESTION 450

- (Exam Topic 2)

A Service Manager has recently implemented Salesforce Knowledge. Which three metrics should the Manager use to measure the success of the implementation? Choose 3 answers

- A. Number of Chatter files attached to cases.
- B. Number of published article views.
- C. Number of articles associated to cases.
- D. Number of content packs attached to cases.
- E. Number of successful keyword searches.

**Answer:** ACE

#### NEW QUESTION 451

- (Exam Topic 2)

Universal Containers (UC) created a new mobile app that enables customers to place orders and track fulfillment. UC wants to quickly embed customer service into the new mobile app. Which two features should be added to meet this requirement? Choose 2 answers

- A. Salesforce Knowledgebase
- B. Chatter Groups
- C. Field Service Lightning
- D. Service Cloud SOS

**Answer:** CD

**NEW QUESTION 455**

- (Exam Topic 2)

Which Service Cloud tool requires the least agent involvement to resolve a customer issue?

- A. Salesforce for Twitter
- B. Live Agent
- C. Salesforce Knowledge
- D. Open CTI

**Answer:** C

**NEW QUESTION 456**

- (Exam Topic 2)

Universal containers would like to implement a solution to hold service reps accountable to customer service level Agreements. Which two steps are necessary to satisfy this requirement? Choose 2 answers

- A. Set up Milestones.
- B. Enable Work Orders.
- C. Create an Entitlement Process.
- D. Configure Service Contracts.

**Answer:** AC

**NEW QUESTION 459**

- (Exam Topic 2)

A company provides customer support for new products and for routine maintenance of existing products. These cases have many identical stages and fields, however, the maintenance cases are unique and have additional stages and fields that need to be captured. Which two features would meet this requirement? Choose 2 answers

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

**Answer:** AB

**NEW QUESTION 463**

- (Exam Topic 2)

UC is in the process of implementing Service Cloud. In which order should the data be migrated?

- A. Users, accounts, contacts, cases
- B. Accounts, contacts, cases, users
- C. Users, contacts, accounts, cases
- D. Accounts cases, users, contacts

**Answer:** A

**NEW QUESTION 464**

- (Exam Topic 2)

An outsourced contact center is losing part-time agents to a nearby contact center that promotes flexible scheduling. Which method can be used to improve agent retention? Choose 2 answers:

- A. Mix telephony interactions with email and chat
- B. Extend benefits to part-time agents
- C. Provide additional training on tools and process
- D. Allow shift trading between agents

**Answer:** BD

**NEW QUESTION 466**

- (Exam Topic 2)

Which two advantages does Salesforce provide with the OpenCTI framework? Choose 2 answers

- A. Agents can use telephony on a wide range of browsers and operating systems while only developing once.
- B. Developers can embed API calls and processes on web pages to automate call handling processes.
- C. Developers can integrate with any telephony platform available with little to no need for customization.
- D. Agents can run their SoftPhone at the operating system level, embedded in the task bar or system tray.

**Answer:** AB

**NEW QUESTION 467**

- (Exam Topic 2)

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

**Answer:** AB

**NEW QUESTION 471**

- (Exam Topic 2)

Universal Banking needs to provide a public knowledge base on its website. The company has three product groups (Personal Banking, Mortgage, and CDs) and needs to display information and address common questions about each product area. How should Knowledge be configured? Choose 2 answers.

- A. Create three article types for each product area (Personal Banking, Mortgage, CD).
- B. Create three data categories for each product area (Personal Banking, Mortgage, CD).
- C. Create two data categories to display information (Question/Answer, Product Info).
- D. Create two article types to display information (Question/Answer, Product Info).

**Answer:** BD

**NEW QUESTION 472**

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