Question 1

At which three levels can Store Action Plan Templates for recommended tasks for a visit be defined?

Options:

A- Location

B- Retail Store Group

C- Retail Store

D- In-Store Location

E- Account

Answer:

B, C, D

Explanation:

Store Action Plan Templates for recommended tasks can be defined at various levels including Retail Store Group, Retail Store, and In-Store Location, allowing for granular and effective task management.

Question 2

A Company by the name of Northern Trail Outfitters(NTO) leverages top industry professionals to manage direct store delivery. How should a consultant explain the power of Consumer Goods Cloud's Einstein for CG- Visit Recommendations feature to NTO?

Options:

A- By adopting the Einstein for CG- Visit Recommendations with the consumer goods cloud, Professionals can focus on these work while having information served to them that will support them in being competitive

B- Einstein for Consumer Goods Cloud is a great tool,but like all software Consumer Goods Cloud is a work in progress. Updates to resolve the functionality gaps of professionals aren't likely to occur until one of the three yearly releases.

C- Consumer Goods Cloud Einstein for CG - Visit Recommendations feature is natively powered by market research data enabling comprises to target customers by leveraging big data and competitors performance

D- By adopting the Einstein for CG - Visit Recommendations on the Consumer Goods Cloud the existing workforce can be terminated and replaced with more affordable lay workers to increase margins

Answer:

A

Explanation:

Einstein for CG- Visit Recommendations is a feature that uses artificial intelligence to suggest optimal store visits for field reps based on predefined rules and criteria. By adopting this feature with the consumer goods cloud, professionals can focus on their work while having information served to them that will support them in being competitive. For example, they can prioritize the most profitable or strategic stores, avoid unnecessary or redundant visits, and optimize their routes and schedules. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 36.

Question 3

Question Type: **MultipleChoice**

Which of the following are supported KPI Type values for Retail Store KPI records?

Options:

A- Units

B- Price

C- Promotion

D- Facing

E- Revenue

Answer:

A, D, E

Explanation:

In the Consumer Goods Cloud, Retail Store KPI records support various KPI types, including Units, Facing, and Revenue. These KPIs are critical for assessing retail performance.

Question 4

Question Type: **MultipleChoice**

How can a Field Sales Manager access a photo taken by a Field Rep of a defective In-store asset

Options:

A- The photo is linked to the visit record

B- The photos Inked to the asset record

C- The photo is sent directly to the manager's email

D- The photo is linked to the asset check task

Answer:

B

Explanation:

Field Sales Managers can access photos taken by Field Reps of defective in-store assets through the asset record to which the photos are linked. This provides a direct association between the asset and its condition.

Question 5

Question Type: **MultipleChoice**

For what two reasons would the standard record pages for tasks of type "Other" be visible instead of the KPI component

Options:

A- Lightning App Builder does not support configuration of the standard record pages to include the KPI component

B- Salesforce Mobile App always displays the standard record pages

C- If related object is a custom object it will always display the standard record page

D- The record page Custom Task KPI Component has not been assigned to the concerned user profile

E- The related object record page has not been configured to include Custom task KPI Component in Lightning And Builder

Answer:

D, E

Question 6

Question Type: MultipleChoice

Which two levels can promotions be defined within the Consumer Goods Cloud?

A- Account

B- Product Category

C- Retail Store Group

D- Product

E- Retail Store

Answer:

D, E

Explanation:

Promotions within the Consumer Goods Cloud can be defined at different levels, including the Account, Product, and Retail Store levels. This flexibility allows for targeted and effective promotion strategies.

Question 7

Question Type: **MultipleChoice**

Sales Reps in the field are reporting that no surveys are available when they try to complete a visit survey on their mobile devices. What are two explanations for this?

Options:

A- The Salesforce admin has not created and activated a Salesforce survey

B- The rep is missing the Create Surveys permission

C- A custom Assessment Task definition has not been created

D- A related survey invitation has not been generated

E- The Retail Execution Survey Lighting Flow has not been action

Answer:

A, D

Explanation:

Two explanations for why no surveys are available when field reps try to complete a visit survey on their mobile devices are:

The Salesforce admin has not created and activated a Salesforce survey. A Salesforce survey is a questionnaire that can be sent to customers or contacts to collect feedback. The admin needs to create and activate a survey before it can be used in an in-store survey task.

A related survey invitation has not been generated. A survey invitation is an object that represents an invitation to take a survey. A survey invitation needs to be generated and associated with the visit, the retail store, or the store primary contact before it can be displayed in an in-store survey task. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.

Question 8

Northern Trail Outfitters wishes to use Tableau CRM as part of their Consumer Goods Cloud rollout. What data is required to support successful creation of the app?

Options:

A- Products must be associated to retail stores

B- Retail Visit KPIs must be created

C- Retail Store KPIs must be created

D- Promotions must be created and associated to retail store locations

Answer:

A

Explanation:

A data requirement to support successful creation of the Tableau CRM app for Consumer Goods Cloud is that products must be associated to retail stores. This is because the Tableau CRM app analyzes the sales performance and product distribution across different stores and segments, and identifies opportunities and gaps for product placement and availability. Without associating products to retail stores, the app cannot provide accurate and meaningful insights. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

Question 9

Question Type: MultipleChoice

Which of the following have promotions associated with them using the Consumer Goods Cloud Data Model?

Options:

A- Promotion Channel, Retail Store KPI, Retail Visit KPI and Delivery Task

B- Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI (Promotion Product, Promotion Product Categories,

Promotion Channel)

C- Promotion Channel, Retail Visit KPI, Assessment Task Definition and in Store Location

D- Promotion Product, Retail Store KPI, Delivery Task and in Store Location

Answer:

B

Explanation:

Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI are four objects that have promotions associated with them using the Consumer Goods Cloud Data Model. These objects help users to define, execute, and measure promotions in retail stores. They are:

Promotion Product, which represents a product that is part of a promotion.

Promotion Channel, which represents a channel or segment where a promotion is applicable.

Retail Store KPI, which represents a key performance indicator that measures how well a retail store is performing against a specific promotion goal or target.

Retail Visit KPI, which represents a key performance indicator that measures how well a field rep executed a promotion during a store visit. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

Question 10

Prior to rollout testing users find themselves failing all the test cases related to delivery tasks What is a potential reason for this?

Options:

A- The tester did not have the Lightning Retail Execution Plus Permission Set added

B- The tester did not have the lightning direct store delivery Permission Set added

C- The tester is outside the geofence for the store

D- The KPIs are too extreme and causing the system to fail

Answer:

B

Explanation:

A possible reason for failing all the test cases related to delivery tasks is that the tester did not have the lightning direct store delivery Permission Set added. A Permission Set is a collection of settings and permissions that grant users access to various tools and features. The lightning direct store delivery Permission Set is required for users who need to use the delivery task functionality and related

objects, such as product transfers and shipments. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 29.

Question 11

Question Type: **MultipleChoice**

Which of the following three capabilities are available with Salesforce Maps Advanced to support Store Visit planning?

Options:

A- Real-time Traffic-based Routing

B- Constraint based Routing

C- Visit Windows

D- Visit Prioritization

E- Gantt-chart Routing

Answer:

A, B, C

Explanation:

Salesforce Maps Advanced includes features like real-time traffic-based routing, constraint-based routing, and visit windows to optimize field service operations and improve efficiency in planning store visits.