



Free Salesforce Service-Con-201 Practice Questions

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Question 1

Question Type: MultipleChoice

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

Which solution should the consultant recommend?

Options:

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

Answer:

C

Explanation:

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

Question 2

Question Type: MultipleChoice

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

How should the consultant display the data quickly?

Options:

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

Answer:

C

Explanation:

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

Question 3

Question Type: MultipleChoice

The service center managers and IT team at Cloud Kicks have asked the consultant for a cost-benefit analysis after a new Service Cloud implementation.

What measurement will reflect cost savings after the implementation?

Options:

- A- KPIs for CSAT
- B- Reduced license count
- C- Reduced service rep backlog

Answer:

C

Explanation:

Reduced service rep backlog directly reflects operational efficiency and cost savings following a Service Cloud implementation. When automation, routing, and self-service capabilities reduce open case volume and agent handling time, the company can handle the same or greater

workload with fewer resources---representing measurable cost savings.

Option A (CSAT) measures customer satisfaction, not cost efficiency.

Option B (license count) is a static expense metric and not a performance outcome of implementation.

Referenced Salesforce Materials:

Service Cloud Consultant Exam Guide -- Contact Center Analytics Domain.

Salesforce Help: "Measure ROI and Operational Cost Savings in Service Cloud."

Salesforce Trailhead: "Measure Contact Center Efficiency with Backlog and Handle Time."



Question 4

Question Type: MultipleChoice

Universal Containers has recently implemented an Experience Cloud site to allow its customers to create and update their cases online. Customers should only be able to access the cases

where they are listed as the contact, including cases created by the their behalf. support team on

What should a consultant recommend to meet the requirement?

Options:

A- A sharing set to grant the Experience Cloud site user access to records associated to their Contact record

B- A sharing rule to ensure record access is granted based on the Experience Cloud site user role hierarchy

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

Answer:

A

Explanation:

To ensure customers can access only their cases, including those created on their behalf,

configuring a sharing set in the Experience Cloud site is recommended. This grants site users access to case records associated with their contact, ensuring secure and appropriate visibility in line with the requirement.

Question 5

Question Type: MultipleChoice

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

What should the agent do next?

Options:

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

Answer:

A

Explanation:

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

Question 6

Question Type: MultipleChoice

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

Which solution should a consultant recommend?

Options:

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

Answer:

B

Explanation:

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

Question 7

Question Type: MultipleChoice

Cloud Kicks (CK) supports customers through Salesforce Messaging. Service reps have reported multiple instances where customers have used abusive language because they are upset with the company. However, CK still needs to service these customers.

Which solution should the Service Cloud Consultant recommend?

Options:

- A- Create a Service Agent for intake and use the Raise Supervisor Flag action.
- B- Use Slack Case collaboration to get the customer solution quickly.
- C- Create a Service Agent for intake and use the Escalate to Supervisor action.

Answer:

C

Explanation:

Agentforce Service Agent includes actions that allow escalation when certain behaviors or triggers occur during a conversation. The "Escalate to Supervisor" action is designed for situations requiring immediate oversight---such as handling abusive language or sensitive customer interactions---while maintaining service continuity.

This approach enables supervisors to intervene directly or provide guidance, ensuring the customer is still supported professionally.

Option A (Raise Supervisor Flag) is primarily for flagging potential issues but does not initiate escalation or workflow action.

Option B (Slack collaboration) facilitates internal communication but doesn't directly manage customer-facing escalation workflows.

Referenced Salesforce Materials:

Salesforce Spring '24 Release Notes -- Agentforce Service Agent Actions (Supervisor escalation options).

Service Cloud Consultant Exam Guide -- Interaction Channels Domain.

Salesforce Help: "Use Escalate to Supervisor Action in Agentforce".

Question 8

Question Type: MultipleChoice

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

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

Options:

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

Answer:

B

Explanation:

Salesforce Connect allows seamless integration with external systems, enabling real-time access to data stored outside of Salesforce without the need for data duplication. By utilizing External Objects, data from an enterprise data warehouse (EDW) can be represented within Salesforce, allowing users to access and generate reports on work order data directly.

This approach offers several advantages:

Real-Time Data Access: Users can view the most current data without waiting for scheduled imports.

Reduced Storage Costs: Since data isn't stored within Salesforce, it minimizes storage usage and associated costs.

Simplified Maintenance: Eliminates the need for complex data synchronization processes.

Compared to importing data via Data Loader or implementing batch integration processes, Salesforce Connect provides a more streamlined and efficient solution for accessing external data sources.

https://help.salesforce.com/s/articleView?id=platform.salesforce_connect.htm&language=en_US&type=5

https://developer.salesforce.com/docs/atlas.en-us.object_reference.meta/object_reference/sforce_api_objects_external_objects.htm

Question 9

Question Type: MultipleChoice

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

implemented Service Cloud with the organization wide default for Cases set to Private. The UC role

hierarchy is set up by region. Support managers want to see support metrics for their region by default. UC needs a scalable solution.

Which strategy should a consultant recommend?

Options:

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

Answer:

C

Explanation:

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

Question 10

Question Type: MultipleChoice

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

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

Options:

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

Answer:

A

Explanation:

To prevent duplicate customer contact information, the recommended approach is to configure and activate Salesforce's built-in Duplicate Management feature. This feature allows for the

creation of duplicate rules and matching rules to identify and prevent duplicates at the point of entry. It can be applied to standard objects like Contacts and can provide users with alerts or block duplicates based on the rules set. This proactive approach ensures data quality without requiring excessive manual intervention or extensive access rights like 'View All Data.'

Question 11

Question Type: MultipleChoice

Universal Containers (UC) has a service-level agreement (SLA) with customers that requires an agent to take ownership of and respond to

incoming cases within 2 hours of case creation.

Which best practice will help UC meet its SLA?

Options:

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

Answer:

A

Explanation:

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

Question 12

Question Type: MultipleChoice

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

Which project management methodology should the consultant recommend?

Options:

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

Answer:

C

Explanation:

For complex, integration-heavy Service Cloud programs, Salesforce best practice is to deliver iteratively with short, inspect-and-adapt cycles so that integration touchpoints can be validated early, risks reduced, and scope refined as the team learns. This aligns to Agile methodologies (such as Scrum or Kanban) rather than linear, big-bang delivery.

The Service Cloud Consultant Study Guide under Implementation Strategies emphasizes planning for incremental releases, continuous stakeholder feedback, and frequent validation across systems---key characteristics of Agile delivery. This approach ensures early visibility into integration challenges and allows for adjustments throughout the project lifecycle.

In contrast, Waterfall follows a sequential design process with late-stage testing, which introduces higher risk for complex, multi-system implementations. Six Sigma is a process improvement framework focused on reducing defects, not a delivery methodology suitable for Salesforce implementations.

Referenced Salesforce Materials:

Salesforce Service Cloud Consultant Exam Guide --- Domain: Implementation Strategies (focuses on iterative implementation, phased deployment, and managing complexity).

Trailhead Modules: Agile Basics, Salesforce Project Delivery Best Practices (emphasizes iterative releases, stakeholder collaboration, and adaptability).

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