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# Question 1

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**Question Type:** MultipleChoice

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Which standard field options should a consultant recommended form for In-App Messaging?

## Options:

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- A- First Name, Last Name, Email Order Number
- B- First Name Last Name Email Account Number
- C- First Name, Last Name, Email Subject

## Answer:

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B

## Explanation:

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For In-App Messaging, the recommended standard field options to include are First Name, Last Name, Email, and Account Number. These fields ensure that customer service agents have the essential information needed to identify and authenticate the customer, facilitating a more personalized and efficient service interaction. The Account Number is particularly crucial as it provides a direct link to the customer's specific details and transaction history within the company's systems.

## Question 2

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**Question Type:** MultipleChoice

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A project sponsor has informed a consultant that customer satisfaction is their top..

Which Contact Center metric should the consultant prioritize improving?

### Options:

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**A-** Average Handle Time

**B-** Average Wait Time

**C-** First Call Resolution(correct)

### Answer:

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C

### Explanation:

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Prioritizing First Call Resolution (FCR) is essential when customer satisfaction is the top priority, as FCR directly impacts customer experience by resolving their concerns or queries in the initial interaction. Improving FCR can significantly enhance customer satisfaction because it reduces the need for follow-up calls, thus saving time and improving the overall customer experience.

## Question 3

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**Question Type: MultipleChoice**

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To ensure a successful digital transformation with a multi-channel strategy, engaging the right stakeholders during the discovery phase is crucial.

Here's the breakdown of the options and why the most suitable choice is:

Option 3: VP of Customer Experience; VP of Service; IT Leadership.

Which set of key performance indicators (KPIs) should the consultant ..to measure the success of contact center implementation?

### Options:

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**A-** Average response time, cost per call, deflection rate, and employee training time

- B-** Revenue growth number of repeat customers, net promoter score, and employee level
- C-** Average handling time, number of calls answered, customer satisfaction and training time

**Answer:**

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C

**Explanation:**

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To ensure that temporary agents possess skillsets nearly equivalent to permanent staff, it's crucial to engage with training specialists, service agents, temporary agent leadership, and the Salesforce administrator during the discovery phase. These stakeholders can provide insights into the specific skills and knowledge required, the effectiveness of existing training programs, and the adaptability of the Salesforce environment to support the training and integration of temporary agents. Engaging these stakeholders helps in developing a comprehensive training plan that ensures temporary agents are well-prepared and skilled.

## Question 4

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**Question Type:** MultipleChoice

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Ursa Major Solar is enhancing its Messaging for Web implementation on the customer site to pass the Customer ID and visited URL as web content to their service agent when the conversation starts.

How should a consultant implement these requirements?

Create two custom fields then create two custom parameters, clone and the messaging channel. Add the two custom parameters as hidden prechatly Salesforce code embedded on the help site to auto set customer Update Omni-Channel Flow to populate the custom fields.

Create a contact custom field customer ID and case custom field visited URL. At the custom fields to pre-chat form Modify the Sales content on the help customer ID and visited URL value

Create a contact custom field customer ID and case custom parameters, Customer\_ID and visited URL for the prechatly custom parameters as hidden pre-chat belts Modify the site to auto set customer, ID and visited, URL value to leverage extra PrechatFormDetails APL Ursa Major Solar (UMS) provides customer support primarily using the phone channel through Computer Telephony Integration (CTI) in

Salesforce. UMS recently stated .. spikes of service calls coming in that often result in customers waiting for hour on the phone.

Which recommendation should the consultant make to improve this?

### **Options:**

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**A-** Implement an SMS Digital Channel and redirect customers from phone.

**B-** Hire more service agents in peak season and meet customer needs on demand

**C-** Implement Email-to-Case and redirect customers from phone to email

## Answer:

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B

## Explanation:

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To implement the requirement of passing the Customer ID and visited URL in Ursa Major Solar's Messaging for Web, the consultant should create a contact custom field for the customer ID and a case custom field for the visited URL. These fields should then be added to the pre-chat form, and the Salesforce code embedded on the help site should be modified to automatically set these values when a conversation starts. This setup allows for the capture and use of specific customer and interaction data, enhancing personalization and relevance of support interactions initiated through the web messaging channel. Reference:

[https://help.salesforce.com/s/articleView?id=sf.chat\\_prechat\\_details.htm](https://help.salesforce.com/s/articleView?id=sf.chat_prechat_details.htm)

To address the issue of service call spikes and long customer wait times, the consultant should recommend implementing an SMS Digital Channel and redirecting customers from phone to SMS. This digital channel allows for more flexible and asynchronous communication, which can help manage the volume of incoming queries more efficiently than voice calls alone. Implementing SMS also provides customers with a convenient and accessible way to receive support, potentially reducing the pressure on the phone channel during peak times. Reference: [https://help.salesforce.com/s/articleView?id=sf.messaging\\_channels\\_setup\\_sms.htm](https://help.salesforce.com/s/articleView?id=sf.messaging_channels_setup_sms.htm)

## Question 5

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**Question Type:** MultipleChoice

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While some of your suggestions aim to address Ursa Major Solar's need to accommodate new agents during peak season, they raise potential concerns and might not be the most optimal approach. Here's a breakdown:

Ursa Major Solar (UMS) is implementing Email-to-Case in its ...

Salesforce notaro which it has used in the past 2 years as its Case

Management system, to place is the party Email Channel provider. UMS is

excited to learn about the artificial in capability in Einstein Case

Classification and would like to prioritize the capturing the build as must-have

After verifying the license, how should a consultant include the Einstein

Case Classification capability in the same project?

Add two requirements to the backlog in the current release date

EmailMessage object to meet data requirements for Einstein formal Car

Cassium be up Einstein Case Classification.

Add the requirement to a future release since Einstein rends at least 400

the past 6 months to build the model in Email Channel



Add the requirement in the current release as the customer are case records and because of the need to prioritize the manner Classification

The most appropriate approach for incorporating Einstein Case Classification into the same project is to:

A) Add two requirements to the backlog in the current release:

B) Ursa Major Solar has recently seen a big increase in case volume due to the launch of new product.

What should the company do to deflect cases?

Implement an internal knowledge base.

Implement a customer-facing knowledge base Implement a new channel in

SMS. Choose

While both implementing an internal knowledge base and implementing a

customer-facing knowledge base can help deflect cases, the most

impactful choice for Ursa Major Solar is:

Implementing a customer-facing knowledge base.

Ursa Major Solar decided to roll out Einstein Bots in all of the enhanced digital snipe channels for its retail customers, including Facebook Messenger, WhatsApp and Message for In-app and Web. The Salesforce administrators are not sure how many bots they should use and why. Which recommendation should a consultant make to the Salesforce ..

### Options:

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- A-** bot. The same Einstein Bot can be deployed to all Enhanced Digital ... that Salesforce Cloud supports
- B-** Three bots. One bot per channel will provide a channel specific customer..
- C-** Two bots. Fewer bots means less maintenance and the same can be used for Facebook Messenger

### Answer:

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A

### Explanation:

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To incorporate Einstein Case Classification effectively in the ongoing project, the consultant should add two requirements to the backlog in the current release. This approach ensures that the project team can address the need for Einstein Case Classification without delaying the current implementation schedule. The EmailMessage object will need to be configured to meet data requirements for Einstein Case Classification, which will then enable the automated classification and routing of incoming cases based on content analysis. This strategic inclusion in the current release facilitates immediate enhancement of case management efficiency without the wait times associated with gathering historical data, as would be necessary if waiting for a future release. Reference: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_service\\_case\\_classification.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_service_case_classification.htm)

For deflecting cases, implementing a customer-facing knowledge base is the most impactful choice for Ursa Major Solar. A customer-facing knowledge base allows customers to self-serve by accessing information and solutions directly, which can significantly reduce the volume of incoming cases by addressing common inquiries and issues before they escalate to live support interactions. Reference: [https://help.salesforce.com/s/articleView?id=sf.knowledge\\_about.htm](https://help.salesforce.com/s/articleView?id=sf.knowledge_about.htm)

For the deployment of Einstein Bots across enhanced digital service channels, the recommendation should be to use the same Einstein Bot across all channels (Facebook Messenger, WhatsApp, Message for In-app, and Web). This approach leverages the ability of Einstein Bots to be configured once and deployed across multiple channels, simplifying maintenance and ensuring consistent customer experiences across all digital touchpoints. Reference: [https://help.salesforce.com/s/articleView?id=sf.bots\\_overview.htm](https://help.salesforce.com/s/articleView?id=sf.bots_overview.htm)

## Question 6

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**Question Type:** MultipleChoice

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While all listed KPIs have relevance, the most suitable set for Ursa Major Solar's goals (enhanced customer satisfaction & loyalty, cost streamlining) should prioritize these areas:

A Ursa Major Solar recently hired many new agents to handle seasonal peak volumes in the voice channel.

### Options:

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- A- Build Omni-Channel routing flow and add all senior agents to the direct to agent routing proceed
- B- Assign Read All data access to all voice agents
- C- Update the organization-wide sharing setting for use Presence to Public Read City

### Answer:

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A

### Explanation:

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For Ursa Major Solar, after hiring many new agents to handle increased call volumes, the most effective strategy is to build an Omni-Channel routing flow and include all senior agents in the direct-to-agent routing protocol. This approach ensures that experienced agents are prioritized for more complex calls, helping to maintain high quality of service during peak periods. Omni-Channel routing efficiently distributes incoming calls based on agent expertise, availability, and workload, which helps to manage the increased volume without compromising service quality.

## Question 7

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### Question Type: MultipleChoice

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The most suitable set of solutions for the client's requirements, considering both Facebook messaging and selective case creation for post responses, is Digital Engagement and Social Studio.

A consultant has been asked to help Ursa Major Solar improve its customer support operations through the implementation of Contact Center. The company's main strategy is to enhance customer satisfaction and loyalty while streamlining costs.

Which set of key performance indicators (KPIs) should the consultant prioritize to measure the success of the Contact Center implementation?

### Options:

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**A-** Average response time, cost per call deflection rate, and employee training time

**B-** Revenue growth, number of repeat customers, net promoter score, and employment

**C-** Average handling time, number of calls answered, customer satisfaction score and employee training time

**Answer:**

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C

**Explanation:**

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For Ursa Major Solar, the KPIs to prioritize to measure the success of the Contact Center implementation, given their goals to enhance customer satisfaction and streamline costs, should be average handling time, number of calls answered, customer satisfaction score, and employee training time. These KPIs directly align with improving service efficiency and quality. Average handling time and number of calls answered focus on operational efficiency, customer satisfaction score measures the impact on customer loyalty and satisfaction, and employee training time helps in assessing the effectiveness and speed of preparing new agents, which impacts both costs and service quality.

## Question 8

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**Question Type:** MultipleChoice

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Based on Ursa Major Solar's goals of strengthening loyalty, increasing case deflection, and improving customer retention, the most suitable Experience Cloud template is the Customer Service template. Here's why:

During a workshop with a client, a consultant is made aware that the client wants to content social media strategy for their Contact Center. They want to allow their customers to message them through Facebook and also require the possibility for the customer to make posts on the company Facebook

page. They do not want to create a case for every comment on their Facebook page, as some of the posts do not need a response.

Which set of solutions should the consultant recommend for all the criteria to met?

### **Options:**

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- A-** Social Customer Service and ISV partner solution
- B-** Digital Engagement and Social Studio
- C-** Digital Engagement and ISV partner solution

### **Answer:**

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B

### **Explanation:**

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For the client's requirements of managing customer interactions via Facebook without creating a case for every comment, the best solution set is Digital Engagement and Social Studio. Digital Engagement provides tools to manage and support customer communications across digital channels, including Facebook messaging. Social Studio, part of the Salesforce Marketing Cloud, allows for comprehensive social media management, enabling the client to monitor, post, and engage with customers on their Facebook page

efficiently. This combination ensures that only relevant interactions lead to case creation, streamlining the response process and reducing unnecessary workload.

## Question 9

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**Question Type:** MultipleChoice

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The consultant should instruct agents to access the call transcripts configured in Amazon Connect within the Conversation Component in Service Console.

Ursa Major Solar's Contact Center has a large volume of customers, and the company to strengthen loyalty, increase case deflection, and increase customer retention by implementing a customer portal.

Which Experience Cloud template should a consultant recommend

### Options:

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- A- Help Center
- B- Customer Service
- C- Customer Account Portal



**Answer:**

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A

**Explanation:**

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For Ursa Major Solar's objective to strengthen loyalty, increase case deflection, and improve customer retention, the consultant should recommend using the 'Help Center' template from Experience Cloud. This template is designed specifically for customer support, providing features such as FAQs, articles, and community forums, which empower customers to find answers independently. Implementing a customer portal using the Help Center template can effectively reduce the volume of direct inquiries, promoting case deflection and enhancing customer satisfaction through efficient self-service options. Reference: [https://help.salesforce.com/s/articleView?id=sf.networks\\_choose\\_template.htm](https://help.salesforce.com/s/articleView?id=sf.networks_choose_template.htm)

## Question 10

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**Question Type:** MultipleChoice

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Where should the consultant point the agent to access the all transcript?

**Options:**

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**A-** conversation Component in Service Console

**B-** Caller Contact record in Salesforce

**C-** Amazon Connect Dashboard

**Answer:**

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A

**Explanation:**

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To access the call transcripts configured in Amazon Connect, the consultant should direct agents to the Conversation Component in the Service Console. This component integrates communications from Amazon Connect, displaying real-time and historical interaction data, including call transcripts. The Conversation Component allows agents to access and review detailed call transcripts within the familiar Salesforce environment, facilitating better customer service and follow-up actions. Reference: [https://help.salesforce.com/s/articleView?id=sf.voice\\_integration\\_amazon.htm](https://help.salesforce.com/s/articleView?id=sf.voice_integration_amazon.htm)

## Question 11

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**Question Type:** MultipleChoice

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The best set of functionalities for the client's needs is a combination of

Messaging for Web and Embedded Service, with possible consideration of Einstein Bots depending on specific requirements.

### Options:

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**A-** As part of the project governance, Ursa Major Solar has decided to use Agile Development Principles. One of the project stakeholders has come to a consultant to explain to them a more detail the 12 agile principles.

What is one of the agile principles?

**A-** Customer Collaboration over Processes and Tools Working Software over Comprehensive Documentation Responding to Change over Processes and Tools

**B-** All three options you listed are actually Agile principles! Agile Development emphasizes a set of 12 guiding principles that promote flexibility, collaboration, and iterative development. Here's a breakdown of each option:

**D-** A consultant is preparing post-implementation training material for the agents and supervisors. Agents will need to use the cell transcript configured in Amazon Connect a part of the implementation

### Answer:

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B

### Explanation:

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One of the Agile principles relevant to the query is 'Customer collaboration over processes and tools.' This principle emphasizes the importance of working with customers throughout the development process, valuing their input more than sticking rigidly to tools or predefined processes. This collaborative approach ensures that the product evolves as per the customer's needs and feedback, leading to more successful and relevant outcomes. It supports Agile's overarching goal of adaptive planning, evolutionary development, and continual improvement, which aligns perfectly with the dynamic needs of project development. Reference: <https://agilemanifesto.org/principles.html>

## Question 12

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**Question Type: MultipleChoice**

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A client would like to allow verified customers to start a chat on the when wants the verified customers to be able to continue the conversation an only allow these chats during business hours

Which set of functionalities should the consultant research in this case?

**Options:**

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**A-** Messaging for Web and Einstein Bots

**B-** Web to Chat and Embedded Service

## C- Messaging for Web and Embedded Service

### Answer:

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C

### Explanation:

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For a client needing to enable verified customers to start and continue chats only during business hours, the consultant should consider the functionalities provided by Messaging for Web and Embedded Service. Messaging for Web allows for real-time communication through the client's website, facilitating direct chat engagements. The Embedded Service provides tools to integrate this chat functionality seamlessly into the website and can be configured to recognize verified customers and enforce availability based on business hours. This combination ensures that only verified users can initiate chats during designated times, enhancing both security and user experience. Reference: [https://help.salesforce.com/s/articleView?id=sf.messaging\\_channels\\_setup\\_web.htm](https://help.salesforce.com/s/articleView?id=sf.messaging_channels_setup_web.htm)

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