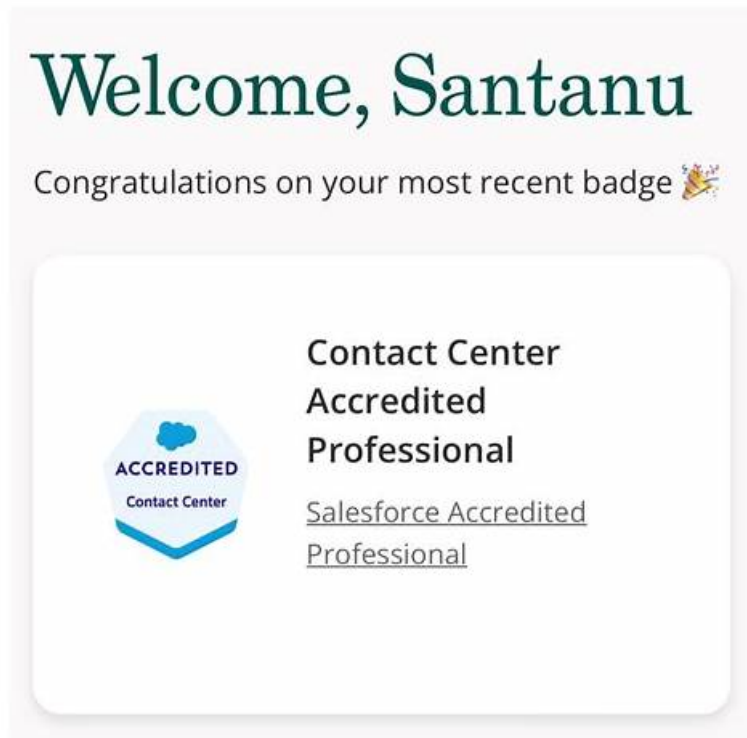


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## Salesforce Contact Center Accredited Professional Sample Questions (Q178-Q183):

### NEW QUESTION # 178

You're deploying a new social media listening tool for proactive customer engagement. Which cut-over requirement helps prevent unnecessary escalation and prioritize genuine concerns?

- A. Defining clear criteria for identifying escalable issues and sentiment analysis within social media conversations.

- B. All of the above, contributing to a proactive and efficient approach to managing customer sentiment on social media.
- C. Configuring automated notifications and alerts for high-priority mentions and potentially escalating trends.
- D. Training agents on using the social media listening tool to effectively engage with customers and address concerns.

**Answer: B**

Explanation:

Deploying a new social media listening tool involves several critical requirements to ensure effective customer engagement and prioritization of concerns. Defining criteria for escalable issues ensures only relevant matters are escalated. Configuring automated notifications for high-priority mentions ensures timely responses to critical engagements. Training agents on the effective use of the tool enhances their ability to engage appropriately. Therefore, "D. All of the above, contributing to a proactive and efficient approach to managing customer sentiment on social media" provides a comprehensive strategy for effective social media listening and interaction.

Reference: Salesforce Social Studio

#### NEW QUESTION # 179

You need to validate call recording functionality. Which Salesforce tool assists with this?

- A. Monitoring call logs and reports within Salesforce for recorded call availability.
- B. All of the above, providing various options for accessing, playing, and reviewing call recordings.
- C. Utilizing the Call History related list on Case records to access and play recordings.
- D. Configuring Voice Call Transcripts to generate automatic text summaries of recorded calls.

**Answer: B**

Explanation:

Validating call recording functionality can be effectively managed using a combination of Salesforce tools: A. Monitoring call logs and reports within Salesforce ensures recorded calls are stored and accessible. B. Utilizing the Call History related list on Case records allows users to access and play specific recordings. C. Configuring Voice Call Transcripts to generate text summaries aids in reviewing the content of calls efficiently. Using these tools together provides a comprehensive approach to managing, accessing, and reviewing call recordings.

#### NEW QUESTION # 180

You need to configure automated alerts for exceeding predefined KPI thresholds. Which tool facilitates this?

- A. All of the above, depending on the desired trigger point, notification action, and complexity of the alert workflow.
- B. Process Builder sequences triggering notifications and escalating cases based on KPI deviations from target values.
- C. Omni-Channel alerts notifying supervisors of queue wait times exceeding set limits.
- D. Flow Builder with visual interface for designing notification workflows and conditional logic based on metric data.

**Answer: A**

Explanation:

Configuring automated alerts for KPI thresholds can be effectively managed using various Salesforce tools. Omni-Channel can provide real-time alerts about queue times, Process Builder can automate notifications and case escalations based on specific KPI deviations, and Flow Builder offers flexible, visual design interfaces for creating complex notification workflows. Thus, "D. All of the above, depending on the desired trigger point, notification action, and complexity of the alert workflow" is the best answer, as it covers the range of tools available to suit different alerting needs.

Reference: Salesforce Process Automation

#### NEW QUESTION # 181

Your scenario involves assigning chats and emails to available agents based on skill sets. Which feature facilitates this?

- A. Presence-based routing automatically assigning tasks based on agent availability.
- B. All of the above, working together for optimal multi-channel task assignment and routing.
- C. Omni-Channel Presence States indicating online and offline agent status for different channels.
- D. Skill-based routing leveraging agent skill profiles to match tasks with qualified individuals.

**Answer: B**

Explanation:

Assigning chats and emails based on agent skills involves multiple features:

A: Presence-based routing ensures tasks are assigned only when agents are available.

B: Omni-Channel Presence States help manage which agents are online and ready to take on tasks across different channels.

C: Skill-based routing leverages agent skill profiles to match them with tasks they are qualified to handle.

Integrating these features provides a robust system that ensures tasks are assigned efficiently and effectively to the right agents at the right time.

### NEW QUESTION # 182

Validating email functionality involves testing delivery and content accuracy. Which tool helps with email address verification?

- A. Data Loader functionality for bulk email address validation against external databases.
- B. Einstein Validation Service for real-time email address verification during data entry.
- C. Salesforce Reports with filters to identify cases with invalid email addresses.
- **D. Salesforce Sandbox environment for sending test emails and verifying recipient details.**

**Answer: D**

Explanation:

The Salesforce Sandbox environment is the ideal tool for validating email functionality. It allows for the sending of test emails to verify both the delivery and the accuracy of content, including the proper functioning of merge fields and the correctness of recipient details, without affecting live data.

### NEW QUESTION # 183

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