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Salesforce Salesforce-Contact-Center Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Implement: This section deals with setting up the fundamental Contact Center functionalities and features. Following this, in alignment with the complete design, configure and authenticate the email functionality, ensuring its seamless operation. Similarly, based on specific scenarios, configure and verify the functionality of voice services.
Topic 2	<ul style="list-style-type: none"> Design: Deals with the Contact Center functionalities with the stipulated requirements. Subsequently, when presented with business requirements, devise scalable and maintainable solutions for the Contact Center, adhering to standard data models.
Topic 3	<ul style="list-style-type: none"> Discovery: This section deals with a customer use case, and initiates interviews to delineate personas and stakeholders involved.
Topic 4	<ul style="list-style-type: none"> Deploy: Discern the suitable deployment process pertinent to the Contact Center. Subsequently, document channel-specific cut-over requirements based on the feature configurations provided.

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Salesforce-Contact-Center Instant Discount - Salesforce-Contact-Center Best Practice

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Salesforce Contact Center Accredited Professional Sample Questions (Q132-

Q137):

NEW QUESTION # 132

The company prioritizes measuring customer effort during interactions. Which KPI is best suited for this purpose?

- A. Net Promoter Score (NPS)
- B. Customer Lifetime Value (CLTV)
- C. First Contact Resolution (FCR) Rate
- **D. Customer Effort Score (CES)**

Answer: D

Explanation:

Reference: Salesforce Blog on Customer Effort Score

NEW QUESTION # 133

The customer wants to streamline agent onboarding and training. Which feature promotes reusability and maintainability?

- A. Develop unique training guides and resources for each agent role and case type.
- B. Create standard operating procedures (SOPs) documented within Salesforce Knowledge Base articles.
- C. Design personalized training materials tailored to specific agent skill sets and needs.
- **D. Leverage Service Cloud Knowledge articles with searchable information and step-by-step guides for common tasks.**

Answer: D

Explanation:

Service Cloud Knowledge articles provide a scalable and reusable solution for agent onboarding and training. These articles can be easily accessed and used by agents for self-help and learning, promoting a consistent training experience across the organization. They also support updates and maintenance, ensuring that the training content remains relevant and accurate. Thus, "C. Leverage Service Cloud Knowledge articles with searchable information and step-by-step guides for common tasks" is the appropriate choice for streamlining training processes.

Reference: Salesforce Documentation on Service Cloud Knowledge

NEW QUESTION # 134

The CEO prioritizes customer satisfaction as a key KPI. How would you measure this metric within the Contact Center program?

- A. Monitor agent performance against resolution time and escalation benchmarks.
- B. Track average call handle time and first-contact resolution rate.
- C. Implement customer satisfaction surveys after interactions and analyze sentiment analysis.
- **D. All of the above, combined for a comprehensive view of customer satisfaction.**

Answer: D

Explanation:

Measuring customer satisfaction as a key performance indicator effectively requires a combination of metrics. Tracking average call handle time and first-contact resolution rate, implementing customer satisfaction surveys, and monitoring agent performance against resolution time and escalation benchmarks together provide a comprehensive view of customer satisfaction. Each of these metrics contributes to understanding different aspects of service quality and customer experience, thereby helping the CEO to gauge overall performance accurately and make informed decisions to improve service levels.

NEW QUESTION # 135

Your scenario includes deploying a new knowledge base for self-service customer support. Which channel-specific cut-over requirement promotes awareness and utilization?

- A. Conducting user training and awareness campaigns highlighting the new knowledge base and its benefits.
- B. Integrating knowledge base articles within relevant chat conversations and case workflows.
- **C. All of the above, creating a multi-pronged approach to encourage self-service adoption through the new knowledge base.**
- D. Providing prominent access points to the new knowledge base across various customer-facing channels.

Answer: C

Explanation:

encourage self-service adoption through the new knowledge base
Comprehensive Detailed Explanation with References: Promoting awareness and utilization of a new knowledge base for self-service customer support involves several strategies: A. Integrating knowledge base articles within chat conversations and case workflows enhances relevance and timely assistance. B. Providing prominent access points across customer-facing channels ensures that customers can easily find and use the knowledge base. C. Conducting user training and awareness campaigns increases familiarity with the knowledge base's features and benefits. Implementing all these approaches simultaneously offers a comprehensive strategy to maximize adoption and effectiveness of the new resource.

References: https://help.salesforce.com/articleView?id=sf.knowledge_create_articles.htm

NEW QUESTION # 136

The customer prioritizes routing cases to agents based on language skills and technical expertise. Which routing logic requirement should be emphasized?

- A. Implement round-robin routing to distribute cases evenly among agents.
- **B. Configure skill-based routing with agent profiles mapped to specific languages and specialties.**
- C. Utilize presence-based routing to connect available agents regardless of expertise.
- D. Emphasize case escalation based on SLA breaches and time to resolution.

Answer: B

Explanation:

Skill-based routing is crucial for prioritizing case assignments based on agent competencies, such as language skills and technical expertise. By configuring agent profiles within Salesforce and mapping these profiles to specific skills, cases can be automatically routed to the most qualified agents. This method ensures that customers receive the best possible service from agents who are most capable of addressing their specific needs, enhancing both efficiency and customer satisfaction.

NEW QUESTION # 137

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