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## Salesforce Contact Center Accredited Professional Sample Questions (Q179-Q184):

### NEW QUESTION # 179

The customer wants to capture customer feedback through post-interaction surveys. Which feedback mechanism would be most

beneficial?

- A. Implement chatbots with in-conversation surveys to gather immediate feedback during interactions.
- B. Integrate with a third-party survey platform for customization and detailed analysis.
- C. Develop custom case fields and workflows to capture and track customer feedback internally.
- **D. Utilize Salesforce Surveys with pre-built templates for collecting feedback after case closure.**

**Answer: D**

Explanation:

Salesforce Surveys provide a native and integrated way to capture customer feedback directly within Salesforce. By utilizing pre-built templates, these surveys can be automatically triggered after case closures, making it an effective method for collecting structured feedback. This feature ensures that the feedback is linked to the customer records and interactions, providing actionable insights and maintaining data consistency within Salesforce. Therefore, "B. Utilize Salesforce Surveys with pre-built templates for collecting feedback after case closure" is the most beneficial feedback mechanism for capturing customer opinions and improving service.

Reference: Salesforce Surveys

### NEW QUESTION # 180

You're deploying a new web chat widget with proactive engagement triggers. Which cut-over requirement helps optimize customer experience and minimize intrusion?

- A. Configuring clear opt-out options for customers within the chat window and on website landing pages.
- **B. All of the above, contributing to a personalized and helpful proactive chat experience for website visitors.**
- C. Defining precise triggers for proactive chat engagement based on website visitor behavior and context.
- D. Providing agents with readily available customer context and browsing history within the chat interface.

**Answer: B**

Explanation:

Optimizing customer experience with a new web chat widget involves several strategic actions:

A: Defining precise triggers based on visitor behavior ensures proactive engagements are timely and relevant.

B: Configuring clear opt-out options respects customer preferences and minimizes intrusion.

C: Providing agents with customer context and browsing history enhances the ability to offer personalized assistance.

Implementing these requirements collectively ensures a positive and non-intrusive chat experience, fostering customer satisfaction and engagement.

### NEW QUESTION # 181

The consultant should set up "Edit the Case page layout to embed the Contact Details component on the Case page." This is the most efficient approach to streamline the agents' workflow and eliminate unnecessary navigation.

Ursa Major Solar has a Contact Support form with fields for the Subject and Description on its Experience Cloud site, that its customers can fill out to log a case. However, customers are experiencing long response times, because the case is often transferred to a different department before it can be answered.

Which changes to the Contact Support form process should a consultant suggest to improve the response times?

- **A. A Use Case Assignment rules to check for keywords in the subject or description and assign the case to a specialist queue that is appropriate for each keyword**
- B. Use a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword.
- C. Add the Type field to the assigned Global Action as required, and then use a record trigger to assign the case to a specialist queue that is appropriate for each

**Answer: A**

Explanation:

To improve the response times for cases logged via the Contact Support form on Ursa Major Solar's Experience Cloud site, it is recommended to implement Case Assignment Rules. By using Case Assignment Rules to check for specific keywords in the subject or description fields, cases can be automatically assigned to the appropriate specialist queue based on the detected keywords. This targeted assignment ensures that cases are handled by the most suitable department from the outset, reducing the need for transfers and thereby improving response times. This approach leverages Salesforce's built-in functionality to efficiently route cases based on

content, which can be set up and maintained with minimal technical overhead.

Reference: <https://help.salesforce.com/>

### NEW QUESTION # 182

The customer requests integrations with existing CRM and marketing automation systems. Which approach promotes data integrity and maintainability?

- A. Develop custom code for each integration, creating independent data silos and complex maintenance needs.
- **B. Utilize pre-built Salesforce connectors and APIs for seamless data exchange with external systems.**
- C. Avoid integrations altogether and maintain separate data environments for different functionalities.
- D. Implement point-to-point integrations with each system, requiring ongoing customization and management.

**Answer: B**

Explanation:

Salesforce provides various pre-built connectors and APIs that enable seamless integration with external CRM and marketing automation systems. Using these connectors and APIs ensures data integrity and maintainability by facilitating standardized data exchange and reducing the need for custom code, which can become cumbersome and error-prone. Thus, option "B. Utilize pre-built Salesforce connectors and APIs for seamless data exchange with external systems" is the best approach for integrating systems while maintaining data integrity and ease of maintenance.

Reference: Salesforce Documentation on Integration

### NEW QUESTION # 183

To comply with the "Eliminate duplicate email attachments" setting while processing PDFs in a high-volume email environment, the consultant should consider this approach:

Universal Containers (UC) has a support center where teams work according to a defined set of business hours. UC has set up an escalation process and would like to help customers outside of business hours in case of an escalation.

How should a consultant recommend UC configure this solution?

- **A. Set up the organization's default business hours and create an escalation rule where the case matches the criteria associated with different business hours.**
- B. Set up the organization's default business hours and set up another set of business hours for the second option.
- C. Create an Apex trigger that checks the default business hours and the business hours on an escalation.

**Answer: A**

Explanation:

Universal Containers can configure their escalation process for cases outside of business hours by setting up the organization's default business hours and creating escalation rules that trigger based on those hours. This setup allows the system to automatically escalate cases to the appropriate team or individual when a customer issue arises after regular business hours, ensuring timely support even when the primary team is off duty.

### NEW QUESTION # 184

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