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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	OMBPs for CX Service: This section of the exam measures the skills of OGL Administrators and focuses on customer service processes within Oracle Cloud. It explains the process from initial customer contact to service resolution, ensuring efficient and timely handling of customer inquiries. The design considerations and important takeaways for CX Service OMBPs are discussed, helping businesses improve their service operations. Additionally, key metrics are outlined to measure the successful execution of CX Service OMBPs, ensuring high-quality customer support and satisfaction.
Topic 2	Oracle Cloud Applications and Oracle Modern Best Practice (OMBP): This section of the exam measures the skills of OGL Administrators and covers the offerings and capabilities of Oracle Cloud Applications. It explains how Oracle Cloud solutions help businesses streamline operations, enhance customer experience, and improve decision-making. The key features of the Oracle CX suite are outlined, providing insight into its role in customer engagement. Additionally, it explains how data flows between various CX Modern Best Practices (OMBPs) to ensure seamless integration and operational efficiency.
Topic 3	OMBPs for CX Marketing: This section of the exam measures the skills of Training and Learning Managers and focuses on how OMBPs enhance CX Marketing processes. It explains the flow from audience generation to opportunity creation, ensuring targeted marketing efforts lead to successful conversions. Design considerations and important takeaways for implementing CX Marketing OMBPs are covered, helping organizations optimize marketing strategies. The section also describes key metrics that assess the success of CX Marketing OMBPs, ensuring effectiveness in execution and performance evaluation.

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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q43-Q48):

NEW QUESTION # 43

Which two modern features of Oracle Redwood User Interface are integrated into Oracle CX Applications?

- A. Standardized User Experience, such as familiar layouts, terminology, and interaction patterns, reducing the learning curve and improving usability.
- B. Contextual Journeys, such as presenting different dashboards and actions to various levels of users.
- C. Nudges, such as visual cues, notifications, or strategically placed suggestions to encourage users to take specific actions.
- D. Embellished AI, such as providing intelligent recommendations, automating tasks, offering predictive insights, or personalizing the user experience.

Answer: A,B

Explanation:

The Oracle Redwood User Interface (UI) enhances usability in Oracle CX Applications with modern features. The two integrated features are:

A . Standardized User Experience: Provides consistent layouts, terminology, and patterns, reducing training time and boosting productivity.

C . Contextual Journeys: Delivers role-based dashboards and actions, tailoring the UI to user needs (e.g., sales reps vs. managers).

Option B (Nudges): While useful, nudges are less emphasized as a core Redwood feature in CX Applications.

Option D (Embellished AI): AI capabilities exist but are functional enhancements, not UI-specific features.

Oracle's "Redwood Design System" documentation highlights Standardized User Experience and Contextual Journeys as key UI elements.

NEW QUESTION # 44

Which three are key capabilities of Oracle Cloud Success Navigator?

- A. It is a source of online product documentation.
- B. Provides guidance for implementation.
- C. It offers guidance for continuous innovation.
- D. It offers preconfigured starter environments.
- E. It is a place to renew your Oracle Cloud Service subscriptions.

Answer: B,C,D

Explanation:

Oracle Cloud Success Navigator is a tool designed to support organizations throughout their Oracle Cloud journey. Its three key capabilities are:

C . Provides Guidance for Implementation: Offers step-by-step advice, best practices, and resources to ensure successful deployment of Oracle Cloud solutions.

D . Offers Guidance for Continuous Innovation: Helps customers explore new features and updates to maximize value and stay competitive.

E . Offers Preconfigured Starter Environments: Provides ready-to-use configurations (e.g., with OMIPs) to accelerate adoption and reduce setup time.

Option A (Product Documentation): Documentation exists elsewhere (e.g., docs.oracle.com), not as a primary Navigator function.

Option B (Subscription Renewal): Renewals are managed through other Oracle portals, not Success Navigator.

Per "Oracle Cloud Applications Readiness" and "Get Started" guides, these capabilities align with Success Navigator's purpose of guiding and accelerating cloud success.

NEW QUESTION # 45

How do AI/ML technologies assist service agents and managers in improving productivity and customer satisfaction within the Customer Contact to Resolution OMBP in Oracle Fusion Cloud CX Service?

- A. AI/ML-powered knowledge base search tools provide agents with relevant solutions instantly, and predictive models suggest the best responses.
- B. AI/ML focuses on training agents on customer service best practices, requiring manual effort for knowledge application.
- C. AI/ML is utilized for customer sentiment analysis, providing valuable insights.

Answer: A

Explanation:

The Customer Contact to Resolution OMBP (Operational Management Business Process) in Oracle Fusion Cloud CX Service aims to streamline the resolution of customer inquiries from initial contact to closure. AI/ML technologies significantly enhance this process by providing AI/ML-powered knowledge base search tools that deliver relevant solutions instantly and predictive models that suggest the best responses.

Instant Knowledge Base Search: AI-driven tools analyze customer queries in real-time, quickly retrieving accurate articles or solutions from the knowledge base, reducing agent effort and resolution time.

Predictive Models: ML algorithms predict optimal responses based on historical data, case context, and customer patterns, improving resolution accuracy and customer satisfaction.

Together, these capabilities boost agent productivity (faster resolutions) and customer satisfaction (accurate, timely solutions).

Option A (Training Focus): While training is valuable, it relies on manual application and doesn't directly leverage AI/ML for real-time productivity gains.

Option B (Sentiment Analysis): Sentiment analysis provides insights but is more supplementary, not the core mechanism for resolution efficiency.

Oracle Fusion Cloud CX Service documentation, such as "Oracle AI for Fusion Applications" and "Service Center Guides," highlights AI/ML's role in knowledge assistance and predictive resolution as key to this OMBP.

NEW QUESTION # 46

What is the primary function of Cost Rollup in Oracle Fusion Cloud SCM?

- A. To track only direct labor expenses, excluding materials.
- B. To eliminate the need for cost accounting.
- C. To calculate the total cost of a product by aggregating material, labor, and overhead expenses.
- D. To ensure material costs remain unchanged over time.

Answer: C

Explanation:

Cost Rollup in Oracle Fusion Cloud SCM is a critical costing process. Its primary function is to calculate the total cost of a product by aggregating material, labor, and overhead expenses.

Process: Combines direct costs (materials, labor) and indirect costs (overhead) from production data to determine a product's full cost.

Purpose: Provides a comprehensive cost view for pricing, profitability, and financial reporting.

Option A (No Accounting): Enhances, not eliminates, cost accounting.

Option B (Labor Only): Excludes key components like materials and overhead.

Option D (Static Costs): Costs vary; rollup reflects current data.

Oracle Fusion Cloud SCM documentation, such as "Cost Management Guides," confirms this function.

NEW QUESTION # 47

Which strategy aligns with the Campaign Execution to Opportunity OMBP to maximize its effectiveness?

- A. Personalize campaign content and offers based on customer segments, ensuring a tailored and engaging customer experience.
- B. Implement a one-size-fits-all campaign approach, sending general messages to all customers.
- C. Focus on a marketing campaign that emphasizes email as the customers' primary preferred platform.
- D. Conduct campaigns with moving goals or targets, providing multiple methods for measuring success.

Answer: A

Explanation:

The Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on converting campaign efforts into sales opportunities. The strategy that maximizes effectiveness is to personalize campaign content and offers based on customer segments, ensuring a tailored and engaging customer experience.

Personalization: Tailoring content to specific segments (e.g., by industry, behavior, or demographics) increases relevance, engagement, and conversion rates.

This approach leverages CRM data and analytics to target the right customers with the right offers, driving opportunity creation.

Option B (One-Size-Fits-All): Generic campaigns lack relevance, reducing effectiveness.

Option C (Email Focus): Limiting to one channel ignores customer preferences and omnichannel opportunities.

Option D (Moving Goals): Inconsistent targets confuse focus and dilute measurable success.

Oracle Fusion CX Marketing documentation, such as "Campaign Management Guides," emphasizes personalization as a cornerstone of effective campaign execution.

NEW QUESTION # 48

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