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## Salesforce Contact Center Accredited Professional Sample Questions (Q60-Q65):

### NEW QUESTION # 60

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

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

**Answer: C**

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 # 61

The customer values user adoption and training. Which element should be prioritized in the implementation plan?

- A. Development and testing of core functionalities before focusing on user experience.
- B. Comprehensive change management and communication strategy.
- C. Extensive technical documentation and configuration guides.
- **D. End-to-end user training programs and support resources.**

**Answer: D**

Explanation:

User adoption and training are crucial for the successful implementation of any new system. Prioritizing end-to-end user training programs and support resources is essential to ensure that all users are comfortable and proficient with the new tools and functionalities. This approach helps to maximize user engagement and productivity, which are critical for the overall success of the project. Therefore, "C. End-to-end user training programs and support resources" should be the focus in the implementation plan to enhance user adoption and effectiveness.

Reference: Salesforce Training and Certification

#### NEW QUESTION # 62

The customer needs a single view of customer interactions across all channels. Which functionality best addresses this?

- **A. Case Management**
- B. Omni-Channel Routing
- C. Einstein Bots
- D. Customer Community

**Answer: A**

Explanation:

Case Management functionality in Salesforce is designed to provide a holistic view of customer interactions across all channels. It allows agents to manage and access all customer case information and interactions in one place, ensuring a seamless customer service experience. Therefore, "B. Case Management" is the most appropriate functionality to achieve a single view of customer interactions across various communication channels.

Reference: Salesforce Case Management

#### NEW QUESTION # 63

Your customer expects high call volume during peak hours. Which solution best ensures contact center scalability?

- A. Implement custom Apex code for routing and case management.
- B. Utilize a third-party call center solution integrated with Salesforce.
- C. Increase agent resources without considering automation or process optimization.
- **D. Configure multiple queues and leverage Omni-Channel Routing for dynamic agent availability.**

**Answer: D**

Explanation:

Configuring multiple queues and leveraging Omni-Channel Routing ensures scalability and efficiency, especially during peak hours in a contact center. Omni-Channel Routing automatically distributes incoming work to agents based on availability and skill set, allowing for dynamic management of high call volumes. This solution supports the scalability of the contact center by optimizing the allocation of resources and reducing wait times for customers.

### NEW QUESTION # 64

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. Training agents on using the social media listening tool to effectively engage with customers and address concerns.
- D. Configuring automated notifications and alerts for high-priority mentions and potentially escalating trends.

**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 # 65

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