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Salesforce Contact Center Accredited Professional Sample Questions (Q170-Q175):

NEW QUESTION # 170

Your KPIs include measuring agent utilization rates. Which metric best reflects this?

- A. Time spent by an agent on various activities throughout the workday.

- B. All of the above, depending on the desired scope and granularity of agent utilization measurement.
- C. Number of cases handled by an agent during a specific period.
- D. Agent login duration divided by the total active work time on cases or chats.

Answer: B

Explanation:

Measuring agent utilization rates can involve various metrics to capture different aspects of agent activity. The number of cases handled provides a direct measure of workload, agent login duration relative to active work time gives a measure of efficiency, and tracking time spent on various activities offers insight into how agents distribute their efforts during the workday. Therefore, "D. All of the above, depending on the desired scope and granularity of agent utilization measurement" provides a comprehensive approach to accurately reflecting agent utilization.

Reference: Salesforce Performance Management

NEW QUESTION # 171

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

Answer: C

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 # 172

The company wants to assess brand loyalty and potential for referrals. Which KPI is most relevant?

- A. Net Promoter Score (NPS)
- B. Average Contact Handle Time (AHT)
- C. Case Resolution Rate
- D. Customer Satisfaction (CSAT) Score

Answer: A

Explanation:

The Net Promoter Score (NPS) is a critical KPI for assessing brand loyalty and the likelihood of customers to refer others to a business. NPS measures how likely customers are to recommend a company's product or service to others, serving as a strong indicator of customer loyalty and overall satisfaction with the company. Thus, "B. Net Promoter Score (NPS)" is the most relevant KPI for assessing brand loyalty and potential for referrals.

Reference: Salesforce Blog on Net Promoter Score

NEW QUESTION # 173

The company desires to enhance first-contact resolution rate. Which KPI should be closely monitored?

- A. Customer Effort Score (CES)
- B. First Contact Resolution (FCR) Rate
- C. Agent Average AHT
- D. Number of Escalated Cases

Answer: B

Explanation:

To enhance the first-contact resolution rate, the most direct and relevant KPI to monitor is the First Contact Resolution (FCR) Rate itself. FCR measures the percentage of customer inquiries that are resolved during the first interaction with the customer, without the need for follow-up or escalation. Monitoring this KPI closely helps to assess the effectiveness of the contact center in resolving issues promptly and efficiently, making "C. First Contact Resolution (FCR) Rate" the correct answer.

Reference: Salesforce Documentation on Service Cloud Metrics

NEW QUESTION # 174

Your self-service goals include improving user adoption and engagement. Which metric best reflects this objective?

- A. Percentage of cases deflected through self-service channels and resolved without agent intervention.
- B. Customer satisfaction ratings and feedback on the self-service experience.
- **C. All of the above, providing a holistic view of self-service adoption, effectiveness, and user satisfaction.**
- D. Number of self-service articles viewed or downloaded by customers.

Answer: C

Explanation:

To evaluate the success of self-service initiatives in terms of user adoption and engagement, a holistic view of various metrics is essential. Monitoring the number of articles viewed or downloaded gives an indication of user engagement with content. The percentage of cases deflected through self-service channels highlights the effectiveness in resolving issues without live agent support. Customer satisfaction ratings provide direct feedback on the user experience. Thus, "D. All of the above, providing a holistic view of self-service adoption, effectiveness, and user satisfaction" is the most informative measure of success in self-service goals.

Reference: Salesforce Service Cloud Metrics

NEW QUESTION # 175

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