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Salesforce Certified Platform Foundations Sample Questions (Q64-Q69):

NEW QUESTION # 64

Get Cloudy Consulting wants to implement AI Agents to assist with customer service. Where can Agents be deployed?

- A. Chatter
- B. Queues
- C. Slack

Answer: C

Explanation:

Salesforce offers AI-powered tools like Einstein Bots and AI-powered agents to assist with customer service.

These tools can integrate into communication platforms to enhance user interactions. Slack, a Salesforce product, allows businesses to deploy AI Agents to streamline communication and provide instant support within customer workflows. This integration leverages Slack's powerful collaboration features combined with Salesforce's AI capabilities to resolve issues more efficiently.

Here is how the other options are incorrect:

* A. Queues: While Salesforce Queues manage workloads and assign cases, they are not a place where AI Agents can be deployed. Queues are primarily for task or case assignments.

* B. Chatter: Salesforce Chatter is a collaboration tool within Salesforce for internal communication. It does not support the deployment of AI Agents for customer service purposes.

References from Salesforce Documentation:

* Slack and Salesforce Integration Overview

* Einstein Bots Deployment Options

* Salesforce Associate Exam Guide

NEW QUESTION # 65

Where can a Salesforce associate find information that provides a view of interactions with a contact?

- A. Contact History
- **B. Activity Timeline**
- C. Details Tab

Answer: B

Explanation:

The Activity Timeline in Salesforce provides a chronological view of all past and upcoming interactions with a contact. This includes logged calls, emails, meetings, and tasks. It is a central feature to track engagement and manage customer relationships effectively.

* B. Details Tab: Displays static information about the contact, such as name, email, and address, but not interaction history.

* C. Contact History: Refers to changes made to a contact's field values over time, not interaction logs.

References from Salesforce Documentation:

* Activity Timeline Overview

* Working with Contacts

NEW QUESTION # 66

Get Cloud Consulting (GCC) currently uses separate platform for marketing sales, commerce, service, and information technology.

As GCC continues to grow, it decides to move all departments onto Salesforce.

What would provide GCC the most benefit by moving to the Salesforce Platform?

- A. Salesforce saves companies money by eliminating the need to purchase licenses for multiple systems.
- **B. Salesforce provides a complete view of a company's customers on one unified platform.**
- C. Salesforce increases security by only requiring employees to remember one password.

Answer: B

Explanation:

The most benefit that GCC would get by moving to the Salesforce Platform is that it provides a complete view of a company's customers on one unified platform. This means that GCC can access and manage all the data and processes related to its marketing, sales, commerce, service, and IT departments from one place, without having to switch between different systems or platforms. This also enables GCC to have a 360-degree view of its customers, which helps it deliver personalized and consistent experiences across all touchpoints.

NEW QUESTION # 67

Get Cloudy Consulting (GCC) wants the ability to:

* Send a predefined sequence of scheduled messages to prospective customers.

* Track messages that get the best open and response rates.

* Send customized messages to existing customers informing them for new products and discounts.

Which Salesforce cloud solution allows GCC to meet these requirements?

- A. Service Cloud
- B. Sales Cloud
- **C. Marketing Cloud**

Answer: C

Explanation:

The Marketing Cloud is the Salesforce cloud solution that allows GCC to meet the requirements of sending a predefined sequence of scheduled messages to prospective customers, tracking messages that get the best open and response rates, and sending customized messages to existing customers informing them of new products and discounts. The Marketing Cloud is a set of products and solutions designed specifically for marketing teams, such as email marketing, social media marketing, web marketing, and mobile marketing.

The Marketing Cloud allows the user to create and manage personalized marketing campaigns across multiple channels, and segment, target, and measure the impact of the marketing campaigns. The Marketing Cloud includes products such as Journey Builder, which allows the user to send a predefined sequence of scheduled messages to prospective customers based on their behavior and preferences; Email Studio, which allows the user to track messages that get the best open and response rates; and Content Builder, which allows the user to send customized messages to existing customers informing them of new products and discounts. The Sales Cloud is a set of products and solutions designed specifically for sales teams, such as account and contact management, opportunity management, lead management, forecasting, and analytics. The Sales Cloud does not provide the features and functionality to meet the requirements of GCC. The Service Cloud is a set of products and solutions designed specifically for customer service teams, such as case management, knowledge base, chat, and phone. The Service Cloud does not provide the features and functionality to meet the requirements of GCC.

NEW QUESTION # 68

What type of relationship do Account and Contact objects have?

- A. Master-detail
- **B. Lookup**
- C. Self

Answer: B

Explanation:

The Account and Contact objects have a lookup relationship. A lookup relationship is a type of relationship that links two objects together, but does not affect security, ownership, or deletion. A lookup relationship allows the user to select a record from another object and link it to the current record. For example, the Account field on the Contact object allows the user to select an account that the contact is related to. A self relationship is a type of lookup relationship that links an object to itself, creating a hierarchy of records. For example, the Reports To field on the Contact object allows the user to select another contact that the contact reports to. A master-detail relationship is a type of lookup relationship that creates a parent-child relationship between two objects, where the child records inherit the security and ownership of the parent record, and are deleted when the parent record is deleted. For example, the Account field on the Opportunity object is a master-detail relationship that links the opportunity to the account.

NEW QUESTION # 69

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