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Salesforce Contact Center Accredited Professional Sample Questions (Q96-Q101):

NEW QUESTION # 96

The customer needs advanced customization for specific workflows. Which option provides flexibility?

- A. Custom Apex coding
- B. Third-party development
- C. Salesforce Flow
- D. Out-of-the-box configuration

Answer: C

Explanation:

Salesforce Flow provides the flexibility needed for advanced customization of specific workflows within the Salesforce environment. It allows admins and developers to automate complex business processes and create rich, guided user experiences. The tool offers a drag-and-drop interface to design customized workflows, which can handle various actions like data collection, records updates, and complex logic without the need for custom code.

NEW QUESTION # 97

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. Use a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword.
- B. 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
- C. 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

Answer: C

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 # 98

The customer wants to measure the effectiveness of self-service options. Which metrics would be most relevant?

- A. Monitor customer satisfaction surveys completed after using self-service options.
- B. Track the number of cases deflected by self-service compared to the total case volume.
- C. Analyze average resolution times for cases initiated through self-service versus traditional channels.
- D. All of the above, providing a comprehensive view of self-service effectiveness and user experience.

Answer: D

Explanation:

Measuring the effectiveness of self-service options effectively involves tracking multiple metrics: the number of cases deflected by self-service tools, customer satisfaction ratings after using these options, and comparing resolution times between self-service and traditional support channels. This combination of metrics provides a holistic view of how well self-service options are meeting customer needs and where improvements might be necessary to enhance efficiency and user satisfaction.

NEW QUESTION # 99

To ensure a successful digital transformation with a multi-channel strategy, engaging the right stakeholders during the discovery phase is crucial.

Here's the breakdown of the options and why the most suitable choice is:

Option 3: VP of Customer Experience; VP of Service; IT Leadership.

Which set of key performance indicators (KPIs) should the consultant ..to measure the success of contact center implementation?

- A. Average handling time, number of calls answered, customer satisfaction an training time
- B. Average response time, cost per call, deflection rate, and employee training time

- C. Revenue growth number of repeat customers, net promoter score, and employee le

Answer: A

Explanation:

To ensure that temporary agents possess skillsets nearly equivalent to permanent staff, it's crucial to engage with training specialists, service agents, temporary agent leadership, and the Salesforce administrator during the discovery phase. These stakeholders can provide insights into the specific skills and knowledge required, the effectiveness of existing training programs, and the adaptability of the Salesforce environment to support the training and integration of temporary agents. Engaging these stakeholders helps in developing a comprehensive training plan that ensures temporary agents are well-prepared and skilled.

NEW QUESTION # 100

You need to validate the accuracy of dynamic data merging in email templates. Which option provides the best verification method?

- A. Sending test emails with sample data sets and manually checking for merge field accuracy.
- B. Implementing Apex triggers to validate data integrity before triggering email sending actions.
- C. Reviewing email delivery logs and checking for errors or missing data in merged fields.
- D. Utilizing pre-configured Salesforce test cases for email merge field functionality.

Answer: A

Explanation:

The most effective method to validate the accuracy of dynamic data merging in email templates is by sending test emails with sample data sets and manually checking the accuracy of the merged fields. This direct approach allows you to see exactly how the email appears to the recipient and confirm that all data fields are populating correctly. This hands-on verification ensures that any discrepancies can be quickly identified and corrected.

NEW QUESTION # 101

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