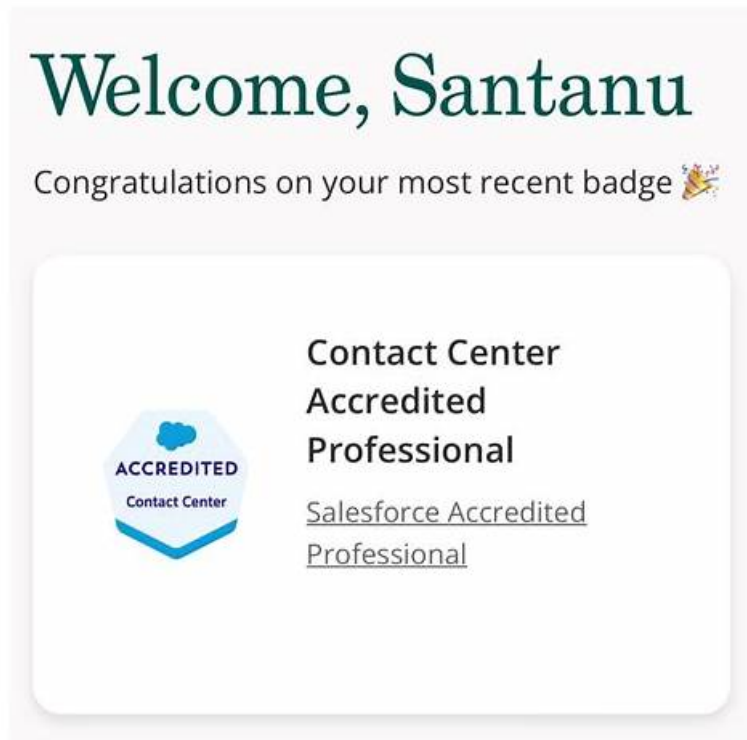


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## Salesforce Contact Center Accredited Professional Sample Questions (Q137-Q142):

### NEW QUESTION # 137

The customer requests a single view of customer interactions across all channels. Which Salesforce feature best addresses this need?

- A. Integrate Salesforce with a Customer Relationship Management (CRM) system for a combined customer profile.
- B. Implement the Customer Community for forum discussions and support ticket submission.
- C. Utilize Omni-Channel Routing to unify case routing and agent availability across channels.

- D. Configure a Knowledge Base with searchable articles and FAQs for self-service options.

**Answer: C**

Explanation:

Omni-Channel Routing in Salesforce provides a unified view of customer interactions across all channels by efficiently managing case routing and tracking agent availability. This feature ensures that all customer interactions, whether through email, phone, chat, or social media, are visible and manageable in a single console, thus enhancing the ability to provide consistent and informed customer service. Therefore, "A. Utilize Omni-Channel Routing to unify case routing and agent availability across channels" is the best option for achieving a single view of customer interactions across various communication platforms.

Reference: Salesforce Omni-Channel Routing

### NEW QUESTION # 138

You're deploying a new AI-powered virtual assistant for initial customer inquiries. Which cut-over requirement helps maintain customer trust and transparency?

- A. Clearly disclosing the use of AI and providing options for human interaction when needed.
- **B. All of the above, contributing to a responsible and trustworthy AI implementation for customer support.**
- C. Monitoring interactions and measuring the virtual assistant's effectiveness in resolving customer issues.
- D. Training the virtual assistant on diverse customer data and common language variations for accuracy.

**Answer: B**

Explanation:

Deploying a new AI-powered virtual assistant effectively requires several critical steps: A. Transparency about the use of AI and ensuring customers have the option to interact with human agents if needed.

B: Training the virtual assistant using diverse data sets to handle various customer inquiries accurately.

C: Monitoring interactions and evaluating the effectiveness of the virtual assistant in resolving customer issues to continually improve its performance.

These practices foster customer trust and ensure the AI assistant is effectively integrated into the support workflow, enhancing overall customer experience.

### NEW QUESTION # 139

Your scenario involves deploying a new outbound calling feature for targeted campaigns. Which cut-over requirement helps mitigate compliance risks?

- A. Implementing recording and call monitoring functionalities for compliance audits and quality control.
- B. Ensuring proper opt-in mechanisms and customer consent management for outbound calls.
- **C. All of the above, contributing to a compliant and responsible outbound calling operation.**
- D. Verifying agent training on call scripts and adherence to regulatory requirements.

**Answer: C**

Explanation:

Mitigating compliance risks in outbound calling involves multiple considerations:

A: Verifying agent training on call scripts ensures adherence to regulatory requirements.

B: Ensuring proper opt-in mechanisms and management of customer consent guards against violations.

C: Implementing recording and monitoring functionalities aids in compliance audits and quality control.

Collectively, these measures foster a compliant approach to managing outbound calls, reducing risk and enhancing accountability.

### NEW QUESTION # 140

The consultant should suggest using a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword. This is the most effective approach to address the issue of long response times due to frequent case transfers. A client wants to use structured content to provide a rich end user experience with consistency and faster service in their messaging channels.

The client plans to use Structured Content for Web, Messaging for In-App, and Enhanced Facebook messaging. Which capability should a consultant recommend?

- A. Quick Texts for Messaging in the Service Console
- **B. Interactive Messaging Components in the Service Connect**
- C. The Messaging for Agents guided flow in the Service Console

**Answer: B**

Explanation:

For enhancing the end-user experience with structured content in messaging channels, the consultant should recommend using Interactive Messaging Components in the Service Connect. This capability allows the deployment of rich, interactive content such as menus, lists, and cards within the messaging interface, providing a dynamic and engaging user experience. Interactive Messaging Components enable customers to interact with automated flows that can handle inquiries and transactions without needing live agent intervention, thereby ensuring consistency and speeding up service delivery. This feature is especially effective in Messaging for Web, In-App, and Enhanced Facebook messaging environments where interactive engagements can significantly enhance user satisfaction and operational efficiency.

Reference: <https://www.salesforce.com/products/service-cloud/features/>

#### **NEW QUESTION # 141**

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

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

**Answer: C**

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 # 142**

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