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## Salesforce Contact Center Accredited Professional Sample Questions (Q57-Q62):

### NEW QUESTION # 57

The company aims to track the impact of Salesforce Contact Center on revenue generation. Which KPI should be considered?

- A. Customer Lifetime Value (CLTV)
- **B. Contact Center Conversion Rate**
- C. Customer Retention Rate
- D. Number of Closed Won Deals

**Answer: B**

Explanation:

To track the impact of the Salesforce Contact Center on revenue generation, the Contact Center Conversion Rate is an appropriate key performance indicator (KPI). This metric measures the percentage of contacts handled by the contact center that result in a sale or desired outcome, directly linking contact center activities to revenue generation. It provides insight into how effectively the contact center contributes to the company's bottom line by converting inquiries into transactions.

### NEW QUESTION # 58

Based on the scenario and considering regulatory limitations, the most suitable messaging channel for Ursa Major Solar (UMS) to proactively initiate conversations with previous contact center customers is Messaging for Web.

An insurance company handles a large volume of cases every year. The companies communicate with the customer and other third parties through related cases and the same customer issue. Currently, they find it confusing to follow the case as it appears from different people and channels.

What should a consultant utilize to design a solution so the common is easier to follow, but still relatable to the original customer case?

- A. Case Comments
- **B. Case Hierarchy**
- C. Chatter

**Answer: B**

Explanation:

To manage a large volume of cases and the associated communication threads effectively, the consultant should implement a Case Hierarchy. Case Hierarchy allows the organization to link related cases, making it easier to track all communication concerning a customer issue across different cases and channels. This structure helps in maintaining a clear and organized overview of the case progression, facilitating easier follow-up and resolution. Case Hierarchy is particularly beneficial in environments where cases often involve multiple interactions over a range of related issues.

### NEW QUESTION # 59

The consultant should recommend implementing the requirement by setting up Support Holidays to specify holidays.

Ursa Major Solar uses a custom object to track customer orders. The

business would like the voice call linked to the primary order the customer is asking about. How should a consultant accomplish this?

- **A. The consultant should accomplish the linking of voice calls to primary orders by creating a custom lookup field on the Voice Call object to the**
- B. Create a flow that references the custom object.
- C. Create a junction object between the custom object and Voice Call. Create a custom lookup field on the Voice Call object to the custom object.

**Answer: A**

Explanation:

custom object.

Explanation:

For linking voice calls to customer orders in Ursa Major Solar's Salesforce environment, creating a custom lookup field on the Voice Call object to the custom object that tracks customer orders is the best approach. This setup allows each voice call record to be directly associated with a specific customer order, enabling easy tracking and reference during customer interactions. This method provides a streamlined and systematic way to link and access relevant order details directly from the call interface.

Reference: Salesforce Custom Objects and Fields

### NEW QUESTION # 60

The best set of functionalities for the client's needs is a combination of Messaging for Web and Embedded Service, with possible consideration of Einstein Bots depending on specific requirements.

- A. A consultant is preparing post-implementation training material for the agents and supervisors. Agents will need to use the call transcript.
- B. All three options you listed are actually Agile principles! Agile Development emphasizes a set of 12 guiding principles that promote flexibility, collaboration, and iterative development. Here's a breakdown of each option:
- C. As part of the project governance, Ursa Major Solar has decided to use Agile Development Principles. One of the project stakeholders has come to a consultant to explain to them in more detail the 12 agile principles. What is one of the agile principles?
- **D. Customer Collaboration over Processes and Tools Working Software over Comprehensive Documentation Responding to Change over Processes and Tools**

**Answer: D**

Explanation:

configured in Amazon Connect a part of the implementation

Explanation:

One of the Agile principles relevant to the query is "Customer collaboration over processes and tools." This principle emphasizes the importance of working with customers throughout the development process, valuing their input more than sticking rigidly to tools or predefined processes. This collaborative approach ensures that the product evolves as per the customer's needs and feedback, leading to more successful and relevant outcomes. It supports Agile's overarching goal of adaptive planning, evolutionary development, and continual improvement, which aligns perfectly with the dynamic needs of project development.

Reference: <https://agilemanifesto.org/principles.html>

### NEW QUESTION # 61

The company desires to monitor its adherence to service level agreements (SLAs). Which KPI is crucial for this purpose?

- A. Case Backlog Volume
- B. Number of Overdue Cases
- C. SLA Adherence Rate
- D. Average Time to Answer (ATA)

**Answer: C**

Explanation:

The SLA Adherence Rate is crucial for monitoring adherence to service level agreements (SLAs). This KPI measures the percentage of cases or inquiries resolved within the timeframes stipulated in the SLAs, providing a direct indicator of the contact center's compliance with agreed service standards. High SLA adherence rates indicate effective management and operational efficiency, essential for maintaining customer satisfaction and trust.

### NEW QUESTION # 62

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The firmware files must be manually made available by using the tftp-server command, AP-226 Students first have to understand how fields fit in with content types, how content types define nodes, and how this all fits in with a site as a whole.

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