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## Salesforce Contact Center Accredited Professional Sample Questions (Q21-Q26):

### NEW QUESTION # 21

The CEO prioritizes customer satisfaction as a key KPI. How would you measure this metric within the Contact Center program?

- A. All of the above, combined for a comprehensive view of customer satisfaction.
- B. Implement customer satisfaction surveys after interactions and analyze sentiment analysis.
- C. Track average call handle time and first-contact resolution rate.
- D. Monitor agent performance against resolution time and escalation benchmarks.

**Answer: A**

Explanation:

Measuring customer satisfaction as a key performance indicator effectively requires a combination of metrics. Tracking average call handle time and first-contact resolution rate, implementing customer satisfaction surveys, and monitoring agent performance against resolution time and escalation benchmarks together provide a comprehensive view of customer satisfaction. Each of these metrics contributes to understanding different aspects of service quality and customer experience, thereby helping the CEO to gauge overall performance accurately and make informed decisions to improve service levels.

#### NEW QUESTION # 22

The customer requires advanced customization for specific workflows. What is the best approach?

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

**Answer: C**

Explanation:

When advanced customization is required for specific workflows, Custom Apex coding is often the best approach. Apex allows for a high degree of flexibility and complex logic that goes beyond what is possible with declarative tools like Salesforce Flow. It is particularly useful for creating custom business processes that cannot be achieved with standard configuration options, making "D. Custom Apex coding" the most suitable answer.

Reference: Salesforce Developers on Apex

#### NEW QUESTION # 23

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. 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
- B. Create a flow that references the custom object.
- C. 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

**Answer: C**

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 # 24

The customer wants to prioritize cases based on customer loyalty and contract value. Which case management requirement should be considered?

- A. Configure case fields to capture customer tier and contract details for manual prioritization.

- B. Implement automated case escalation rules based on pre-defined loyalty and contract value thresholds.
- C. Develop custom formulas to calculate customer loyalty and contract value score.
- D. Utilize Entitlements to define service level agreements (SLAs) and prioritize cases based on entitlement levels.

**Answer: B**

Explanation:

Implementing automated case escalation rules based on pre-defined loyalty and contract value thresholds is the most effective way to prioritize cases. This approach uses automation to ensure that high-value customers receive the attention they require promptly, without manual intervention, thus improving efficiency and customer satisfaction.

Reference: Salesforce Automation for Case Escalation

### NEW QUESTION # 25

The consultant should suggest UMS configure its Experience Cloud site to support the desired chat routing using the following approach:

Pass in the User ID field as a hidden pre-chat field and check the value of that field in an Omni-Channel flow to determine the routing destination.

The customer service manager at Universal Containers wants to implement a process to ensure cases that are not resolved in time get brought to the attention of more experienced service agents. A consultant has proposed to implement case escalation rules for this. Which best practice should the consultant observe when configuring case escalation rules?

- A. Create a maximum of 25 Rule Entries to make the escalation rules easy to maintain for an administrator.
- B. Put the most complex escalation Rule Entry at the end of the sort order to improve system performance.
- C. Create a catch-all Rule Entry at the end of the sort order so that if no other entry is met a case still gets evaluated.

**Answer: C**

Explanation:

When configuring case escalation rules to ensure timely case resolution, it's essential to include a catch-all rule entry at the end of the sort order. This best practice ensures that all cases, regardless of their specific conditions, are evaluated for escalation. If a case doesn't meet any other specific criteria set in previous rule entries, the catch-all rule provides a default action to escalate the case, ensuring that it receives attention from more experienced service agents. This approach helps maintain service quality and ensures that cases are not overlooked.

Reference: Salesforce Escalation Rules Best Practices

### NEW QUESTION # 26

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