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Salesforce Contact Center Accredited Professional Sample Questions (Q143-Q148):

NEW QUESTION # 143

Your KPIs include tracking customer satisfaction ratings for specific channels. Which feature facilitates this?

- A. Custom Apex development for integrating third-party survey platforms into the Contact Center workflow.
- B. Einstein Feedback Surveys automatically sent based on interaction events and collecting customer feedback.
- C. Surveys triggered after case closure based on case closure rules or manual initiation.
- D. All of the above, depending on the desired survey integration level and automation requirements.

Answer: D

Explanation:

Tracking customer satisfaction ratings for specific channels can be facilitated by various Salesforce features, depending on integration and automation needs:

A: Surveys triggered after case closure can be automated through case closure rules or manually initiated, fitting standard operational workflows.

B: Einstein Feedback Surveys are automatically sent based on specific interaction events, gathering timely and relevant customer feedback.

C: Custom Apex development allows for the integration of third-party survey platforms, offering flexibility and enhanced survey capabilities.

These options provide diverse methods to collect and analyze customer satisfaction across different channels, tailoring the approach to specific business needs.

NEW QUESTION # 144

The customer needs flexibility for future modifications to workflows and processes. Which design approach promotes maintainability?

- A. Utilize external applications and extensive third-party integrations for various functionalities.
- B. Develop complex custom code for every functionality to achieve specific needs.
- **C. Leverage standard Salesforce features like Process Builder and Flow for visual workflow creation.**
- D. Design rigid workflows with limited room for future adjustments or customizations.

Answer: C

Explanation:

Salesforce promotes using standard features for flexibility and ease of maintenance. Using tools like Process Builder and Flow allows businesses to visually create, understand, and modify workflows without the need for complex code. This approach supports maintainability as modifications can be made easily by administrative staff rather than requiring developer intervention each time, which aligns with option "B. Leverage standard Salesforce features like Process Builder and Flow for visual workflow creation."

Reference: Salesforce Documentation on Process Builder

NEW QUESTION # 145

The customer wants to seamlessly integrate their existing CRM system. Which Salesforce feature facilitates this?

- A. Data Import Wizard
- B. Apex Code
- C. Process Builder
- **D. Partner Integrations**

Answer: D

Explanation:

Seamless integration of an existing CRM system with Salesforce can be best facilitated through Partner Integrations. Salesforce offers a variety of pre-built integrations through its AppExchange, which includes many solutions developed by partners specifically for integrating various CRM systems. This approach provides standardized, supported, and scalable integration options, making "D. Partner Integrations" the optimal choice for such requirements.

Reference: Salesforce AppExchange

NEW QUESTION # 146

The most suitable functionality to automatically assign cases to an account's dedicated service agent, thereby improving service level quality, is Case Assignment Rules. Here's why:

Ursa Major Solar (UMS) wants to implement Service Cloud Voice. UMS is satisfied with its current telephony provider, which can be used with Voice.

Which Service Cloud Voice telephony model should a consultant recommend?

- A. telephony provider and it can be used with Service Cloud Voice, the most suitable telephony model is Service Cloud

Voice with partner telephony.

- **B. Service Cloud Voice with partner telephony from Amazon Connect**
Given that Ursa Major Solar (UMS) is already satisfied with their current
- C. Service Cloud Voice with partner telephony Service Cloud Voice with Amazon Connect

Answer: B

Explanation:

Given that Ursa Major Solar (UMS) is satisfied with its current telephony provider, and this provider is compatible with Service Cloud Voice, the most appropriate recommendation is Service Cloud Voice with partner telephony. This option allows UMS to integrate its existing telephony solution into the Salesforce environment, leveraging its current systems while benefiting from the enhanced CRM capabilities of Service Cloud Voice. This integration ensures a seamless transition and utilization of familiar tools while accessing new functionalities like call transcription and CRM data integration during calls.

NEW QUESTION # 147

The customer aims to automate repetitive tasks like case escalation. Which functionality can streamline this?

- A. Omni-Channel Routing
- B. Entitlement Management
- C. Case Escalation Matrix
- **D. Workflow Rules**

Answer: D

Explanation:

Workflow Rules in Salesforce Contact Center are designed to automate actions based on specific criteria, such as automatically escalating cases when certain conditions are met. These rules can be set to trigger alerts, field updates, or other actions like sending emails, thereby streamlining the process of case management without manual intervention.

Workflow Rules automate tasks based on set criteria, ideal for repetitive tasks like case escalation.

Case Escalation Matrix and Entitlement Management can also be part of the escalation process but are more about defining the parameters and rights of escalation rather than automating them.

Omni-Channel Routing is used more for routing tasks to the right agent rather than automating task execution.

For more about setting up and managing Workflow Rules for case escalation, you can visit [Salesforce Workflow Management](#).

NEW QUESTION # 148

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