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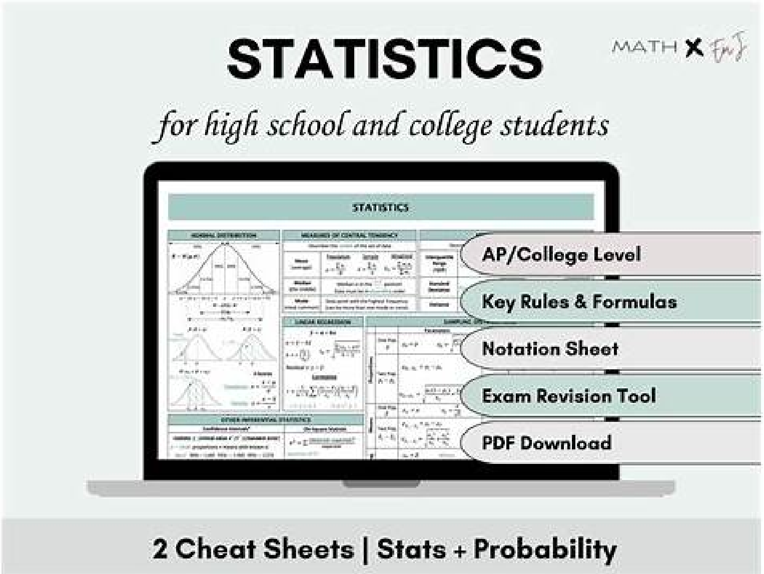

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Salesforce Financial Services Cloud Accredited Professional Sample Questions (Q144-Q149):

NEW QUESTION # 144
A bank recently sold its wealth management division and wants to improve its customers' digital experience.
The bank engaged Salesforce Professional Services to upgrade its existing Salesforce CRM to Financial Services Cloud and deliver its Bank of the Future vision.
Which three expected outcomes can serve as return on investment (ROI) justifications to the bank's chief financial officer (CFO)and investment committee?

- A. Unify and improve team collaboration by sharing and managing customer leads and referrals across multiple lines of business at the bank to drive customers' financial needs and deepen client relationships.
- B. Manage policy holder's interactions with customer service agents intelligently through the underwriting process.
- C. Deliver connected and personalized digital experiences to the bank's customers thanks to a 360-degree view of its customer data consolidating multiple customer databases and sources from diverse channels at the bank.

- D. Modernize client-advisor experiences from engagement to relationship management to effectively drive long-term, trusted relationships.
- E. Simplify the client onboarding process with proper tools to streamline customer discovery and internal reviews through renewal.

Answer: A,C,D

Explanation:
Unify and improve team collaboration by sharing and managing customer leads and referrals across multiple lines of business at the bank to drive customers' financialneeds and deepen client relationships; Deliver connected and personalized digital experiences to the bank's customers thanks to a 360-degree view of its customer data consolidating multiple customer databases and sources from diverse channels at the bank; Modernize client-advisor experiences from engagement to relationship management to effectively drive long- term, trusted relationships.
Reference: Financial Services Cloud | Salesforce
Explanation: Financial Services Cloud is a platform that enables banks to deliver seamless and personalized customerexperiences across multiple channels and devices. Financial Services Cloud can help banks achieve the following outcomes:
Unify and improve team collaboration by sharing and managing customer leads and referrals across multiple lines of business at the bank to drive customers' financial needs and deepen client relationships. Financial Services Cloud provides tools such as Lead Conversion, Referral Management, Relationship Groups, and Compliant Data Sharing to facilitate cross-team collaboration and coordination.
Deliver connected and personalized digital experiences to the bank's customers thanks to a 360-degree view of its customer data consolidating multiple customer databases and sources from diverse channels at the bank.
Financial Services Cloud providesa unified data model that integrates customer data from various sources, such as core banking systems, online banking portals, mobile apps, social media, and third-party providers.
Financial Services Cloud also provides features such as Customer Profile,Actionable Relationship Center, Interaction Summaries, and Einstein Analytics to provide a comprehensive and holistic view of the customer' s financial situation, needs, preferences, and interactions.
Modernize client-advisor experiences from engagement torelationship management to effectively drive long- term, trusted relationships. Financial Services Cloud provides features such as Client Onboarding, Action Plans, Goals-Based Planning, Financial Accounts, Financial Deals, Next Best Action, and Einstein Bots to enable advisors to deliver proactive and personalized advice, recommendations, and solutions to their clients.

NEW QUESTION # 145
The ActionableRelationship Center (ARC) is using the Association Type picklist to control the account- account relationships. Which three of the following names are Association Type picklist field values?

- A. Member
- B. Trust
- C. Family
- D. Peer
- E. Group

Answer: B,C,D

Explanation:
Thefollowing names are Association Type picklist field values:
Trust, which is a value that indicates that the accounts are related through a trust relationship.
Family, which is a value that indicates that the accounts are related through a family relationship.
Peer, which is a value that indicates that the accounts are related through a peer relationship.

NEW QUESTION # 146
To access Financial Services Cloud Lightning Components "My Domain" must be enabled. How does the System Admin accomplish this?

- A. Enable Communities
- B. Go to Custom Settings and edit the Industries Settings
- C. Register a subdomam using the My Domain wizard and then deploy it
- D. Open a case withSalesforce Support

Answer: C

Explanation:
My Domain is a feature in Salesforce that allows you to create a subdomain for your org. You need to enable My Domain to access Financial ServicesCloud Lightning Components, such as Actionable Relationship Center, Relationship Map, Life Events & Business Milestones, etc. To enable My Domain, you need to do the following:
Register a subdomain using the My Domain wizard in Setup > My Domain.
Deploy itto your users after testing it in your sandbox or developer org. Verified References: : Salesforce Help Article [7]

NEW QUESTION # 147
A wealth management firm is looking to start tracking its clients' hobbies for marketing purposes in Salesforce. Which Financial Services Cloud feature is most suitable for this?

- A. Topics
- B. Alerts
- C. Interest Tags
- D. Engagement Topics

Answer: C

Explanation:
The Financial Services Cloud featurethat is most suitable for tracking clients' hobbies for marketing purposes is Interest Tags. Interest Tags are features that allow users to add tags to contacts or individuals based on their interests or preferences. Users can create custom interest tags or use predefined ones from FSC. By using Interest Tags, the wealth management firm can capture its clients' hobbies and use them for marketing segmentation or personalization.

NEW QUESTION # 148
Rachel is the primary member of the Adams household hired a new attorney. What type of relationship should the Wealth Advisor create in Financial Services Cloud for Rachel and her attorney before assigning the reciprocal role of "Attorney"?

- A. Create an Account-Account relationship between the Adams Household and the attorney
- B. Create an Account-Account Relationship between the Addams Family Trust and the attorney.
- C. Create an Account-Contact relationship between the Adams Household and the attorney.
- D. Create a Contact-Contact Relationships between the primary member of the Adams Household and the attorney.

Answer: D

Explanation:
To create a relationship between Rachel and her attorney before assigning the reciprocal role of "Attorney", the Wealth Advisor should create a Contact-Contact Relationship between the primary member of the Adams Household and the attorney. A Contact-Contact Relationship is a junction object that links twocontacts or individuals and defines their relationship with each other2. By using Contact-Contact Relationship, the Wealth Advisor can capture Rachel's extended network of relationships with people outside of her household.
Verified References: 2

NEW QUESTION # 149
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