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Salesforce Contact Center Accredited Professional Sample Questions (Q113-Q118):

NEW QUESTION # 113
Your KPIs include tracking customer satisfaction ratings for specific channels. Which feature facilitates this?

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

Answer: A

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 # 114

Your scenario includes deploying a new knowledge base for self-service customer support. Which channel-specific cut-over requirement promotes awareness and utilization?

- A. Providing prominent access points to the new knowledge base across various customer-facing channels.
- B. Integrating knowledge base articles within relevant chat conversations and case workflows.
- C. Conducting user training and awareness campaigns highlighting the new knowledge base and its benefits.
- D. All of the above, creating a multi-pronged approach to encourage self-service adoption through the new knowledge base.

Answer: D

Explanation:
encourage self-service adoption through the new knowledge base
Comprehensive Detailed Explanation with Reference:
Promoting awareness and utilization of a new knowledge base for self-service customer support involves several strategies: A. Integrating knowledge base articles within chat conversations and case workflows enhances relevance and timely assistance. B. Providing prominent access points across customer-facing channels ensures that customers can easily find and use the knowledge base. C. Conducting user training and awareness campaigns increases familiarity with the knowledge base's features and benefits. Implementing all these approaches simultaneously offers a comprehensive strategy to maximize adoption and effectiveness of the new resource.

NEW QUESTION # 115

A client would like to allow verified customers to start a chat on the when wants the verified customers to be able to continue the conversation an only allow these chats during business hours Which set of functionalities should the consultant research in this case?

- A. Messaging for Web and Embedded Service
- B. Web to Chat and Embedded Service
- C. Messaging for Web and Einstein Bots

Answer: A

Explanation:
For a client needing to enable verified customers to start and continue chats only during business hours, the consultant should consider the functionalities provided by Messaging for Web and Embedded Service. Messaging for Web allows for real-time communication through the client's website, facilitating direct chat engagements. The Embedded Service provides tools to integrate this chat functionality seamlessly into the website and can be configured to recognize verified customers and enforce availability based on business hours. This combination ensures that only verified users can initiate chats during designated times, enhancing both security and user experience.
Reference: https://help.salesforce.com/s/articleView?id=sf.messaging_channels_setup_web.htm

NEW QUESTION # 116

The customer needs real-time sentiment analysis during calls. Which third-party integration could be beneficial?

- A. Google Cloud AI
- B. Zendesk
- C. Genesys Cloud CX
- D. Zoom

Answer: A

Explanation:

Google Cloud AI offers powerful tools for real-time sentiment analysis during calls, making it a beneficial third-party integration for Salesforce Contact Centers. By integrating Google Cloud AI, organizations can analyze voice interactions in real-time to detect customer sentiment, helping agents understand and react to customer emotions and concerns more effectively during the conversation. This integration can enhance customer service by providing deeper insights into customer needs and improving response strategies.

NEW QUESTION # 117
The customer wants to track case resolution times by product category. Which reporting and analytics requirement is most relevant?

- A. Implement custom dashboards with visualizations of overall case volume and agent performance.
- B. Develop custom fields and reports to categorize cases by product and track resolution times per category.
- C. Utilize Einstein Analytics for advanced machine learning insights into case trends and root causes.
- D. Configure reports with filters to break down case resolution times by agent and case priority.

Answer: B

Explanation:
To effectively track case resolution times by product category, developing custom fields and reports specific to case categorization is most relevant. By adding custom fields to categorize cases based on the product and configuring reports to analyze resolution times for each category, organizations can gain insights into performance metrics segmented by product. This approach allows for more targeted analysis and improvement of service processes related to specific product lines.

NEW QUESTION # 118
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