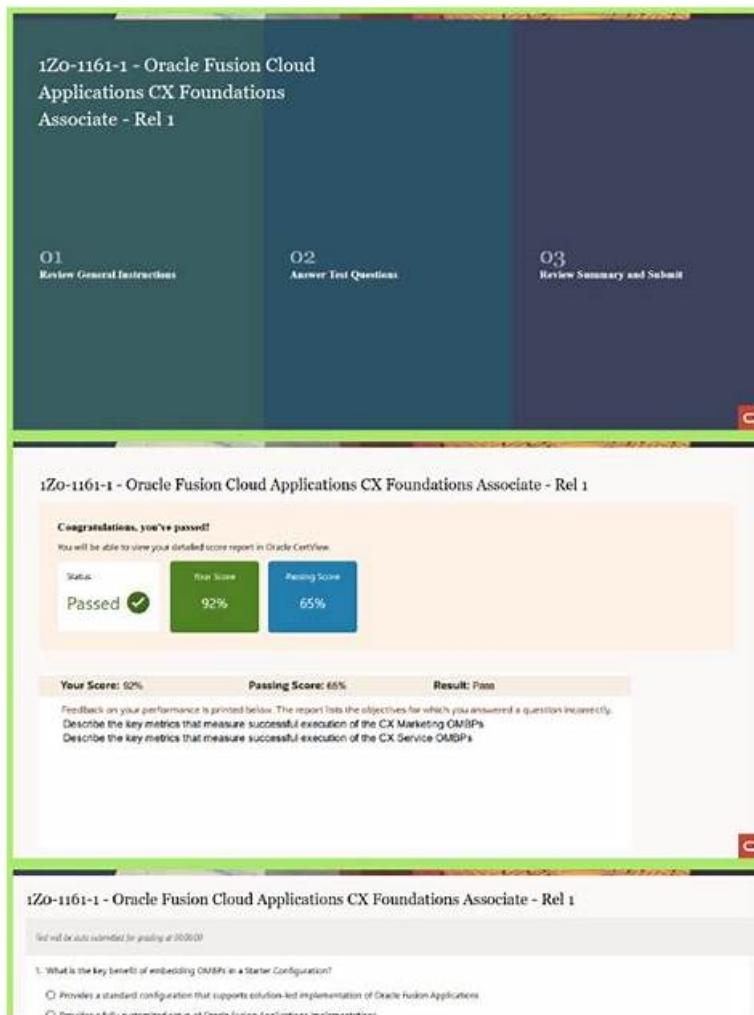


Quiz 2026 Oracle 1Z0-1161-1: Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Study Guides



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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q16-Q21):

NEW QUESTION # 16

Which metric is essential for a comprehensive evaluation of the Customer Contact to Resolution OMBP in Oracle Fusion Cloud CX Service?

- A. Service Agent Response Time, which measures how quickly the service agent responds.
- B. Total Number of Customer Inquiries Handled, which considers the quality and complexity of the issues resolved.
- **C. Resolve Time, which captures the efficiency of the resolution process.**
- D. Internal Help Desk Ticket Resolution Rate, which measures how internal issues are resolved.

Answer: C

Explanation:

The Customer Contact to Resolution OMBP focuses on efficiently resolving customer issues. The essential metric for a comprehensive evaluation is Resolve Time, which captures the efficiency of the entire resolution process.

Scope: Measures the duration from contact initiation to issue closure, encompassing agent response, troubleshooting, and solution delivery.

Importance: Shorter resolve times indicate higher efficiency, directly impacting customer satisfaction and agent performance.

Option A (Response Time): Only measures initial contact, not full resolution.

Option C (Internal Rate): Focuses on internal issues, not customer-facing resolutions.

Option D (Inquiry Count): Reflects volume, not efficiency or quality.

Oracle Fusion Cloud CX Service documentation, such as "Service Center Guides," identifies Resolve Time as a core metric for this OMBP.

NEW QUESTION # 17

Which metric is used to measure the effectiveness of the Demand to Management OMBP?

- A. Customer Acquisition Cost.
- B. Inventory Turnover.
- C. Supplier Lead Time.
- **D. Forecast Accuracy.**

Answer: D

Explanation:

The Demand to Management OMBP in Oracle Fusion Cloud SCM focuses on aligning supply with demand through effective forecasting and planning. The metric used to measure its effectiveness is Forecast Accuracy.

Definition: Measures how closely demand forecasts match actual demand, expressed as a percentage.

Relevance: High accuracy indicates the OMBP successfully predicts demand, enabling efficient inventory and resource planning.

Option B (Acquisition Cost): Marketing-focused, not demand management.

Option C (Inventory Turnover): Reflects inventory efficiency, not forecast effectiveness.

Option D (Lead Time): Supplier-related, not a direct measure of demand management.

Oracle Fusion Cloud SCM documentation, such as "Demand Management Guides," identifies forecast accuracy as the key metric.

NEW QUESTION # 18

Which two modern features of Oracle Redwood User Interface are integrated into Oracle CX Applications?

- **A. Contextual Journeys, such as presenting different dashboards and actions to various levels of users.**
- B. Nudges, such as visual cues, notifications, or strategically placed suggestions to encourage users to take specific actions.
- **C. Standardized User Experience, such as familiar layouts, terminology, and interaction patterns, reducing the learning curve**

and improving usability.

- D. Embellished AI, such as providing intelligent recommendations, automating tasks, offering predictive insights, or personalizing the user experience.

Answer: A,C

Explanation:

The Oracle Redwood User Interface (UI) enhances usability in Oracle CX Applications with modern features. The two integrated features are:

A . Standardized User Experience: Provides consistent layouts, terminology, and patterns, reducing training time and boosting productivity.

C . Contextual Journeys: Delivers role-based dashboards and actions, tailoring the UI to user needs (e.g., sales reps vs. managers).

Option B (Nudges): While useful, nudges are less emphasized as a core Redwood feature in CX Applications.

Option D (Embellished AI): AI capabilities exist but are functional enhancements, not UI-specific features.

Oracle's "Redwood Design System" documentation highlights Standardized User Experience and Contextual Journeys as key UI elements.

NEW QUESTION # 19

How do AI/ML technologies assist in enhancing productivity within the Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing?

- A. ML generates creative content for campaigns, reducing human effort.
- B. AI-powered chatbots handle customer inquiries, allowing agents to focus on complex tasks.
- **C. AI provides robust reporting options, allowing for better customer targeting and behavioral analysis.**
- D. ML algorithms forecast market trends, guiding campaign strategies.

Answer: C

Explanation:

The Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on turning marketing campaigns into sales opportunities. AI/ML enhances productivity here by providing robust reporting options, allowing for better customer targeting and behavioral analysis.

AI analyzes campaign performance data (e.g., engagement rates, conversions) and customer behavior (e.g., preferences, purchase history).

Robust reporting delivers actionable insights, enabling precise targeting and personalized campaigns that increase opportunity creation.

This data-driven approach reduces manual analysis time, boosting marketing team productivity.

Option A (Chatbots): Chatbots are more relevant to service, not campaign execution.

Option B (Content Generation): ML can assist with content, but it's not the primary productivity driver in this OMBP.

Option C (Trend Forecasting): Forecasting informs strategy but doesn't directly enhance execution productivity.

Oracle's "Oracle AI for Fusion Applications" and "CX Marketing" guides emphasize AI's role in advanced analytics and targeting for marketing processes.

NEW QUESTION # 20

What is the primary purpose of the Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing?

- A. To provide real-time analytics for campaign performance.
- B. To automate the creation of marketing campaigns without human intervention.
- **C. To personalize campaign content and offers based on customer segments.**
- D. To eliminate the need for customer segmentation.

Answer: C

Explanation:

The Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on converting marketing efforts into sales opportunities. Its primary purpose is to personalize campaign content and offers based on customer segments.

Personalization: Uses customer data (e.g., behavior, demographics) to tailor content, increasing relevance and engagement.

Outcome: Drives higher conversion rates by targeting the right audience with the right message, leading to opportunities.

Option A (No Segmentation): Segmentation is essential, not eliminated.

Option B (Full Automation): Campaigns require human oversight for strategy, not just automation.

Option C (Analytics): Analytics support the process but aren't the primary purpose.

Oracle Fusion CX Marketing documentation, like "Campaign Management Guides," highlights personalization as the core driver of this OMBP.

NEW QUESTION # 21

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