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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• OMBPs for CX Service: This section of the exam measures the skills of OGL Administrators and focuses on customer service processes within Oracle Cloud. It explains the process from initial customer contact to service resolution, ensuring efficient and timely handling of customer inquiries. The design considerations and important takeaways for CX Service OMBPs are discussed, helping businesses improve their service operations. Additionally, key metrics are outlined to measure the successful execution of CX Service OMBPs, ensuring high-quality customer support and satisfaction.
Topic 2	<ul style="list-style-type: none">• Oracle Cloud Applications and Oracle Modern Best Practice (OMBP): This section of the exam measures the skills of OGL Administrators and covers the offerings and capabilities of Oracle Cloud Applications. It explains how Oracle Cloud solutions help businesses streamline operations, enhance customer experience, and improve decision-making. The key features of the Oracle CX suite are outlined, providing insight into its role in customer engagement. Additionally, it explains how data flows between various CX Modern Best Practices (OMBPs) to ensure seamless integration and operational efficiency.
Topic 3	<ul style="list-style-type: none">• OMBPs for CX Marketing: This section of the exam measures the skills of Training and Learning Managers and focuses on how OMBPs enhance CX Marketing processes. It explains the flow from audience generation to opportunity creation, ensuring targeted marketing efforts lead to successful conversions. Design considerations and important takeaways for implementing CX Marketing OMBPs are covered, helping organizations optimize marketing strategies. The section also describes key metrics that assess the success of CX Marketing OMBPs, ensuring effectiveness in execution and performance evaluation.

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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q39-Q44):

NEW QUESTION # 39

What is the primary function of the Supplier Portal in Oracle Fusion Cloud CX?

- A. To provide real-time analytics for supplier performance.
- B. To automate the creation of supplier contracts.
- C. To allow suppliers to manage purchase orders and invoices in real time.
- D. To eliminate the need for supplier collaboration.

Answer: C

Explanation:

The Supplier Portal in Oracle Fusion Cloud CX (and SCM) facilitates supplier interactions. Its primary function is to allow suppliers to manage purchase orders and invoices in real time.

Capabilities: Suppliers can view, update, and submit purchase orders and invoices directly, improving efficiency and transparency.

Benefit: Streamlines procurement and payment processes.

Option A (Contracts): Contract creation is separate from portal functions.

Option B (No Collaboration): Enhances collaboration, not eliminates it.

Option C (Analytics): Analytics may be available but aren't the primary focus.

Oracle Fusion Cloud CX and SCM documentation, like "Supplier Portal Guides," supports this function.

NEW QUESTION # 40

Which feature in Oracle Fusion Cloud SCM helps in assessing and approving suppliers based on compliance and performance criteria?

- A. Cost Accounting.
- B. Supplier Qualification Management.
- C. Supplier Portal.
- D. Manufacturing Execution.

Answer: B

Explanation:

Oracle Fusion Cloud Supply Chain Management (SCM) includes several features to manage supplier relationships, but Supplier Qualification Management is specifically designed to assess and approve suppliers based on compliance and performance criteria.

Functionality: This feature enables organizations to define qualification criteria (e.g., certifications, quality standards, delivery performance), collect supplier data, and evaluate it against compliance and performance benchmarks.

Process: It supports creating questionnaires, tracking responses, and generating qualification outcomes, ensuring suppliers meet regulatory and operational standards before approval.

Impact: This enhances supply chain reliability by onboarding only qualified suppliers.

Option A (Cost Accounting): Focuses on financial tracking, not supplier assessment.

Option C (Manufacturing Execution): Manages production processes, not supplier qualifications.

Option D (Supplier Portal): Facilitates supplier collaboration but lacks the evaluation depth of Qualification Management.

Per Oracle Fusion Cloud SCM documentation, such as "Supplier Management Guides," Supplier Qualification Management is the key tool for this purpose.

NEW QUESTION # 41

Which feature in Oracle Fusion Cloud CX Marketing helps in predicting customer behavior?

- A. AI/ML-powered predictive analytics.
- B. Real-time campaign tracking.
- C. Social media integration.

- D. Customer segmentation tools.

Answer: A

Explanation:

Oracle Fusion Cloud CX Marketing leverages advanced tools to anticipate customer actions, with AI/ML-powered predictive analytics being the feature that helps predict customer behavior.

How It Works: Uses machine learning to analyze historical data (e.g., purchases, interactions) and predict future actions (e.g., likelihood to buy).

Impact: Enables targeted campaigns and personalized offers, improving marketing effectiveness.

Option A (Segmentation): Groups customers but doesn't predict behavior.

Option C (Social Media): Enhances engagement, not prediction.

Option D (Tracking): Monitors performance, not future behavior.

Oracle Fusion Cloud CX Marketing documentation, like "Oracle AI for Fusion Applications," emphasizes predictive analytics for this purpose.

NEW QUESTION # 42

What is the purpose of the Coaching Plan to Performance OMBP in Oracle Fusion Cloud CX Sales Performance?

- A. To automate the creation of coaching plans.
- B. To provide real-time analytics for coaching performance.
- **C. To provide tailored coaching recommendations based on AI/ML analysis.**
- D. To eliminate the need for sales team training.

Answer: C

Explanation:

The Coaching Plan to Performance OMBP in Oracle Fusion Cloud CX Sales Performance aims to improve sales rep outcomes. Its purpose is to provide tailored coaching recommendations based on AI/ML analysis.

AI/ML Role: Analyzes rep performance data (e.g., deal size, conversion rates) to identify strengths and weaknesses.

Tailored Recommendations: Offers specific, actionable coaching plans, enhancing effectiveness over generic training.

Option A (No Training): Coaching enhances, not replaces, training.

Option B (Automation): Focuses on recommendations, not just plan creation.

Option D (Analytics): Analytics support the process, not the primary purpose.

Oracle Fusion CX Sales Performance documentation, such as "Oracle AI for Fusion Applications," supports this purpose.

NEW QUESTION # 43

Which KPI helps evaluate the success of the campaign in driving business outcomes for the Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing?

- A. Real-time Tracking of the Campaign Reach metric for gauging immediate audience engagement during campaign execution.
- B. Pre-campaign Review of Historical Campaign Performance metric for setting success benchmarks.
- C. Social Media Engagement metric for adapting content strategies during campaign execution.
- **D. Average Campaign Cost per Won Opportunity metric for understanding the financial return on investment.**

Answer: D

Explanation:

The Campaign Execution to Opportunity OMBP aims to turn marketing campaigns into sales opportunities. The KPI that evaluates its success in driving business outcomes is Average Campaign Cost per Won Opportunity, as it measures financial return on investment (ROI).

Definition: Calculates the cost of the campaign divided by the number of opportunities won, showing cost-efficiency and business impact.

Business Outcome Focus: Links marketing spend to tangible sales results, a critical measure of success.

Option A (Historical Review): Useful for planning, not evaluating outcomes.

Option C (Social Engagement): Tracks engagement, not business results.

Option D (Campaign Reach): Measures exposure, not conversions or ROI.

Oracle Fusion CX Marketing documentation, like "Campaign Management Guides," highlights cost-per-opportunity as a vital KPI for ROI assessment.

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