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BA-201 Exam Training, BA-201 New Questions

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Salesforce Certified Business Analyst Sample Questions (Q24-Q29):

NEW QUESTION # 24

Universal Containers is developing a new case management solution in Salesforce. The business analyst has started writing user stories to capture feature needs. One user story is: "The customer care representative wants to take ownership of new cases and communicate with customers so they can provide high-touch customer experiences." Which component of the user story is "provide high-touch customer experiences?"

- A. Assumption
- **B. Why**
- C. Where

Answer: B

Explanation:

The component "provide high-touch customer experiences" is the why part of the user story because it describes the benefit or value that the customer care representative will get from taking ownership of new cases and communicating with customers. The who part of the user story is "the customer care representative" because it describes the user role or persona who will benefit from the feature or functionality. The what part of the user story is "to take ownership of new cases and communicate with customers" because it describes the feature or functionality that the customer care representative wants or needs. The where part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as acceptance criteria or wireframes. The assumption part of the user story is not included in this example because it is usually captured in other documents or artifacts, such as risk register or issue log.

References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

NEW QUESTION # 25

A business analyst (BA) is working on a request from a sales leader at Universal Containers. The sales leader has noticed the quality of information on new leads has declined recently. After completing their initial research, the BA concludes that the Salesforce lead intake form needs to be updated to include only essential information. Since several sales teams use the intake form, the BA must get alignment from all of the groups.

How does whiteboarding help the BA collaborate with multiple stakeholders?

- A. It provides a script to follow with suggested questions and prompts, identifies exactly what each group needs in order to be successful, and the final version acts as the business requirements document.
- **B. It builds a shared understanding of the current state, creates a space for everyone to contribute since the activity feels shared, and guides the conversation while maintaining engagement.**
- C. It provides a single document in a central location for stakeholders to contribute, allowing each group to provide feedback on their own, instead of requiring everyone to meet and discuss together.

Answer: B

Explanation:

Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually represent a process, problem, or solution. Whiteboarding helps the BA collaborate with multiple stakeholders by building a shared understanding of the current state, creating a space for everyone to contribute since the activity feels shared, and guiding the conversation while maintaining engagement. Whiteboarding also helps to identify issues, gaps, opportunities, and dependencies in the process, and to generate ideas and feedback from stakeholders.

References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate-a-process-mapping-session>

NEW QUESTION # 26

Cloud Kicks leadership wants to improve the new customer onboarding experience. There are a number of complex handoffs between teams. Service managers have been tasked with working with the operating team to improve the handoff between Salesforce and internal systems. The business analyst (BA) wants to break down the onboarding process and sub-processes into simpler steps.

What should the BA create to engage stakeholders?

- A. Capability Model
- B. Universal Process Notation
- **C. Value Stream Map**

Answer: C

Explanation:

This answer states that creating a value stream map is what the BA should do to engage stakeholders for improving the new customer onboarding experience at Cloud Kicks which involves complex handoffs between teams. A value stream map is a type of process map that shows how value flows from a customer request to a product or service delivery across different teams or departments. Creating a value stream map means that the BA works with stakeholders from different teams or departments to identify and visualize their inputs, outputs, activities, roles, etc. related to customer onboarding. Creating a value stream map is what the BA should do to engage stakeholders for improving customer onboarding because it helps them to collaborate and communicate their perspectives and expectations, and to discover and eliminate waste or inefficiencies in customer onboarding. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business>

NEW QUESTION # 27

Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.

What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?

- A. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.
- B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
- C. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them.

Answer: C

Explanation:

The best practice for understanding the sales reps process in order to increase Salesforce adoption is to host focus groups, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them. These methods help to elicit feedback and insights from the sales reps, understand their pain points and needs, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of using Salesforce. The other options are either insufficient or irrelevant. Option B does not capture the sales reps' perspectives or preferences, and may not reflect their actual usage of Salesforce. Option C does not address the sales reps' process or challenges, and may not be applicable or effective for them. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate-discovery-sessions>

NEW QUESTION # 28

Universal Containers is implementing a Salesforce solution that's designed to transform its customer service division. During sprint planning, it was determined that the development team would be able to successfully deliver all remaining work items. However, due to unplanned delays, the development team is now at risk of being unable to complete the work items.

Work Item	User Story	Epic	Priority	salesforce Effort
US-4007	Case Closure Action	Case Closure	High	12 hours
US-4008	Case Reason Reports	Case Reports	Medium	12 hours
US-4009	Case Age Reports	Case Reports	Medium	4 hours
US-4010	Case Routing by Type	Case Routing	Low	12 hours

The project manager has asked for the business analyst's (BA) help to prioritize the remaining work items.

The development team has 16 hours of capacity remaining and is focused on launching a minimum viable product (MVP) of the customer service solution as soon as possible.

Which work items should the BA prioritize with the remaining 16 hours of development capacity?

- A. US-4009 and US-4010
- B. US-4007 and US-4009
- C. US-4008 and US-4009

Answer: B

Explanation:

The business analyst should prioritize US-4007 and US-4009 because they are the most critical work items.

US-4007 is the work item that will allow customers to submit support tickets, and US-4009 is the work item that will allow customer service representatives to view and respond to support tickets. These two work items are essential for the MVP to be functional.

US-4008 is a less critical work item because it will allow customers to track the status of their support tickets.

This work item is important, but it is not essential for the MVP to be functional.

US-4010 is the least critical work item because it will allow customers to rate the quality of customer service.

This work item is important, but it is not essential for the MVP to be functional.

In conclusion, the business analyst should prioritize US-4007 and US-4009 because they are the most critical work items. These two work items are essential for the MVP to be functional.

NEW QUESTION # 29

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