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## **Salesforce Certified Platform Strategy Designer Sample Questions (Q62-Q67):**

## NEW QUESTION # 62

Cloud Kicks has envisioned an omnichannel experience for its customers that lets them seamlessly move across devices and select from multiple communication channels when reaching out to the company. The strategy designer creates a go-to-market (GTM) strategy for this concept.

What is a core component of a successful GTM strategy?

- A. Product value proposition
- B. Digital marketing plan
- C. Test-driven development

**Answer: A**

Explanation:

A product value proposition is a core component of a successful go-to-market (GTM) strategy. A product value proposition is a statement that summarizes the benefits and value that a product or service offers to customers, and how it solves their problems or satisfies their needs. It helps communicate the unique selling points and differentiation of the product or service, and attract and retain customers. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-product-value-proposition>

## NEW QUESTION # 63

A strategy designer at Cloud Kicks is working on a strategic vision for a new movement tracking app that integrates with their footwear.

Which approach should validate the market for this concept?

- A. Gather an team to ideas and craft that stretch the 's current
- B. Recruit target users to test price points at which they would be willing to purchase the app.
- C. Meet with developers to estimate the effort required to deliver the proposed experience.

**Answer: B**

Explanation:

Validating the market for a new app involves understanding the target audience's willingness to pay. Recruiting target users to test various price points provides direct insights into the app's perceived value and the price range acceptable to potential customers, informing pricing strategy and market viability.

## NEW QUESTION # 64

After a series of interviews with key stakeholders, a strategy designer realizes the company is duplicating efforts across internal teams, each creating similar programs for customer engagement.

Which approach should the designer propose to create alignment?

- A. Service blueprint workshop
- B. Design sprint
- C. Journey mapping workshop

**Answer: A**

Explanation:

The best approach to create alignment among internal teams who are duplicating efforts is to conduct a service blueprint workshop, as this helps map out the current state of the service delivery across different touchpoints, channels, and actors, and identify gaps, redundancies, and opportunities for improvement. A design sprint or a journey mapping workshop may not be suitable for addressing the internal silos and inefficiencies.

## NEW QUESTION # 65

A design team is working on the challenge: "How might we provide tools to enable customers to resolve service issues by themselves rather than escalating to human representatives?" Which bot metrics should the strategy designer suggest to assess the impact of their work?

- A. Human takeover rate

- B. Customer satisfaction rate
- C. Total conversations

**Answer: B**

Explanation:

The customer satisfaction rate is a critical metric for assessing the effectiveness of self-service tools in resolving issues. It measures users' satisfaction with their interactions and outcomes, providing insight into the bot's impact on improving the self-service experience and reducing the need for escalation.

#### **NEW QUESTION # 66**

Cloud Kicks (CK) is going through a digital transformation exercise around its customer support capabilities. CK's strategy designer suggests to include Omni-Channel as a part of the company's transformation discovery.

Which channel is included in Salesforce Omni-Channel capabilities?

- A. Messaging
- B. Self-Service
- C. Onsite Visit

**Answer: A**

Explanation:

The channel that is included in Salesforce Omni-Channel capabilities is messaging, which allows customers to communicate with agents via SMS, Facebook Messenger, WhatsApp, or other messaging platforms. Onsite visit or self-service are not channels that are supported by Omni-Channel.

#### **NEW QUESTION # 67**

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