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Salesforce Contact Center Accredited Professional Sample Questions (Q131-Q136):

NEW QUESTION # 131
The customer prioritizes cost optimization and efficient resource allocation. Which design aspect contributes to this?

- A. Develop extensive custom functionalities with high implementation and maintenance costs.

- B. Leverage standard Salesforce features and pre-built functionalities to avoid custom development.
- C. Optimize agent schedules and routing based on real-time call volume and workload.
- D. Implement resource-intensive automations without considering their impact on operational cost.

Answer: B

Explanation:
Focusing on cost optimization and efficient resource allocation, leveraging standard Salesforce features and pre-built functionalities is the most effective approach. This design aspect minimizes the need for extensive custom development, which can be costly and resource-intensive to maintain. By using built-in capabilities, organizations can take advantage of Salesforce's robust platform, ensuring that they are using reliable, tested solutions that integrate seamlessly without the additional overhead associated with custom solutions.

NEW QUESTION # 132
The consultant should suggest UMS configure its Experience Cloud site to support the desired chat routing using the following approach:
Pass in the User ID field as a hidden pre-chat field and check the value of that field in an Omni-Channel flow to determine the routing destination.
The customer service manager at Universal Containers wants to implement a process to ensure cases that are not resolved in time get brought to the attention of more experienced service agents. A consultant has proposed to implement case escalation rules for this. Which best practice should the consultant observe when configuring case escalation rules?

- A. Put the most complex escalation Rule Entry at the end of the sort order to improve system performance.
- B. Create a catch-all Rule Entry at the end of the sort order so that if no other entry is met a case still gets evaluated.
- C. Create a maximum of 25 Rule Entries to make the escalation rules easy to maintain for an administrator.

Answer: B

Explanation:
When configuring case escalation rules to ensure timely case resolution, it's essential to include a catch-all rule entry at the end of the sort order. This best practice ensures that all cases, regardless of their specific conditions, are evaluated for escalation. If a case doesn't meet any other specific criteria set in previous rule entries, the catch-all rule provides a default action to escalate the case, ensuring that it receives attention from more experienced service agents. This approach helps maintain service quality and ensures that cases are not overlooked.
Reference: Salesforce Escalation Rules Best Practices

NEW QUESTION # 133
The consultant should instruct agents to access the call transcripts configured in Amazon Connect within the Conversation Component in Service Console.
Ursa Major Solar's Contact Center has a large volume of customers, and the company to strengthen loyalty, increase case deflection, and increase customer retention by implementing a customer portal.
Which Experience Cloud template should a consultant recommend

- A. Help Center
- B. Customer Service
- C. Customer Account Portal

Answer: A

Explanation:
For Ursa Major Solar's objective to strengthen loyalty, increase case deflection, and improve customer retention, the consultant should recommend using the "Help Center" template from Experience Cloud. This template is designed specifically for customer support, providing features such as FAQs, articles, and community forums, which empower customers to find answers independently. Implementing a customer portal using the Help Center template can effectively reduce the volume of direct inquiries, promoting case deflection and enhancing customer satisfaction through efficient self-service options.
Reference: https://help.salesforce.com/s/articleView?id=sf.networks_choose_template.htm

NEW QUESTION # 134

Your design includes assigning cases based on skill sets and urgency. Which feature facilitates this?

- A. All of the above, working together for dynamic case assignment and escalation based on context and priority.
- B. Case Assignment Rules defining criteria for routing cases to specific queues or agents.
- C. Escalation Rules automatically escalating cases based on time-to-resolution or urgency criteria.
- D. Process Builder sequences triggering automated case creation and assignment based on data triggers.

Answer: A

Explanation:
Assigning cases based on skill sets and urgency in Salesforce can be effectively managed by utilizing a combination of features. Case Assignment Rules can be used to route cases based on predefined criteria, Process Builder can automate the assignment based on complex data triggers, and Escalation Rules handle the prioritization based on urgency. "D. All of the above, working together for dynamic case assignment and escalation based on context and priority" describes the integrated approach necessary for effectively managing case assignments and escalations.
Reference: Salesforce Case Management

NEW QUESTION # 135

Ursa Major Solar is enhancing its Messaging for Web implementation on the customer site to pass the Customer ID and visited URL as web content to their service apert wen the conversation starts.
How should a consultant implement these requirements?
Create two custom fields then create two custom parameters, clone and the messaging channel. Add the two custom parameters as hidden precately Salesforce code embedded on the help site to auto set customer Update Omni-Channel Flow to populate the custom fields.
Create a contact custom field customer ID and case custom felt viste R. At The custom fields to pre-chat form Modify the Sales contended on the he customer ID and visited URL value Create a contact custom field customer ID and ca custom parameters, Customer_ID and visited URL for the messytee custom parameters as hidden pre-chat belts Mosity the site to auto set customer, ID and visited, URL value to t leveraging extra PrechatFormDetails APL Ursa Major Solar (UMS) provides customer support primarily using the phone channel through Computer Telephony Integration (CTI) in Salesforce. UMS recently stated .. spikes of service calls coming in that often result in customers waiting for hour on the phone.
Which recommendation should the consultant make to improve this?

- A. Implement an SMS Digital Channel and redirect customers from phone.
- B. Implement Email-to-Case and redirect customers from phone to email
- C. Hire more service agents in peak season and meet customer needs on demand

Answer: C

Explanation:
To implement the requirement of passing the Customer ID and visited URL in Ursa Major Solar's Messaging for Web, the consultant should create a contact custom field for the customer ID and a case custom field for the visited URL. These fields should then be added to the pre-chat form, and the Salesforce code embedded on the help site should be modified to automatically set these values when a conversation starts. This setup allows for the capture and use of specific customer and interaction data, enhancing personalization and relevance of support interactions initiated through the web messaging channel.
Reference: https://help.salesforce.com/s/articleView?id=sf.chat_prechat_details.htm To address the issue of service call spikes and long customer wait times, the consultant should recommend implementing an SMS Digital Channel and redirecting customers from phone to SMS. This digital channel allows for more flexible and asynchronous communication, which can help manage the volume of incoming queries more efficiently than voice calls alone. Implementing SMS also provides customers with a convenient and accessible way to receive support, potentially reducing the pressure on the phone channel during peak times.
Reference: https://help.salesforce.com/s/articleView?id=sf.messaging_channels_setup_sms.htm

NEW QUESTION # 136

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