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## Salesforce Contact Center Accredited Professional Sample Questions (Q66-Q71):

### NEW QUESTION # 66

Validating Omni-Channel routing effectiveness involves monitoring agent workload. Which tool helps with this?

- A. Supervisor Console providing insights into agent status, chat transcripts, and performance metrics.
- B. Agent Workbench showing assigned tasks and workload across different channels.
- C. All of the above, offering comprehensive views of agent workload and queue distribution for optimizing routing.
- D. Omni-Channel dashboards displaying real-time agent activity and task queues.

**Answer: C**

Explanation:

Monitoring Omni-Channel routing effectiveness and agent workload can be effectively accomplished using multiple tools: A. Omni-Channel dashboards provide a real-time view of agent activities and the distribution of tasks in their queues.

B: Supervisor Console offers insights into individual agent statuses, their current tasks, and performance metrics.

C: Agent Workbench displays assigned tasks and workload across various channels, helping manage and distribute workload effectively.

These tools collectively help in optimizing routing by providing a comprehensive understanding of agent workload and queue status.

**NEW QUESTION # 67**

The company wants to assess brand loyalty and potential for referrals. Which KPI is most relevant?

- A. Net Promoter Score (NPS)
- B. Case Resolution Rate
- C. Customer Satisfaction (CSAT) Score
- D. Average Contact Handle Time (AHT)

**Answer: A**

Explanation:

The Net Promoter Score (NPS) is a critical KPI for assessing brand loyalty and the likelihood of customers to refer others to a business. NPS measures how likely customers are to recommend a company's product or service to others, serving as a strong indicator of customer loyalty and overall satisfaction with the company. Thus, "B. Net Promoter Score (NPS)" is the most relevant KPI for assessing brand loyalty and potential for referrals.

Reference: Salesforce Blog on Net Promoter Score

**NEW QUESTION # 68**

The customer wants to track metrics across different case types and channels. Which reporting element helps with data standardization and analysis?

- A. Develop custom reports with unique data models for each case type and channel.
- B. Implement separate dashboards for each channel and case type with customized metrics.
- C. Employ third-party analytics tools with independent data structures and visualizations.
- D. Utilize standard case fields and reporting tools to categorize and analyze data across the board.

**Answer: D**

Explanation:

Standardizing data across different case types and channels can be efficiently managed using Salesforce's built-in case fields and reporting tools. This allows for consistent categorization and analysis of data, enhancing the ability to track and compare metrics seamlessly across the organization. Option "B. Utilize standard case fields and reporting tools to categorize and analyze data across the board" best fits this need, as it utilizes the robust native functionalities of Salesforce for comprehensive data analysis and reporting.

Reference: Salesforce Documentation on Reports and Dashboards

**NEW QUESTION # 69**

Your scenario involves automatically assigning cases based on urgency and location. Which feature facilitates this?

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

**Answer: D**

Explanation:

In scenarios involving automatic case assignment based on factors like urgency and location, a combination of Salesforce features is

typically most effective. Case Assignment Rules can be used to automatically route cases to appropriate queues or agents based on predefined criteria. Process Builder can trigger automated case assignments and other related actions based on specific data triggers. Escalation Rules manage cases that require urgent attention by escalating them as needed. "D. All of the above, working together for dynamic case assignment and escalation based on context and urgency" best describes the integrated approach necessary for managing these assignments effectively.

Reference: Salesforce Documentation on Case Assignment and Escalation

#### NEW QUESTION # 70

You need to validate bot security and data privacy compliance. Which tool helps with this?

- A. All of the above, working together to secure bot interactions and ensure data privacy compliance.
- B. User Role Hierarchy and Field Level Security ensuring appropriate access restrictions based on user profiles.
- C. Salesforce Security Review tool providing insights into potential security vulnerabilities within your bot configuration.
- D. Data Loss Prevention (DLP) policies defining rules for sensitive data handling and preventing unauthorized access.

**Answer: A**

Explanation:

Ensuring bot security and data privacy compliance in Salesforce involves multiple tools and strategies. The Salesforce Security Review tool helps identify vulnerabilities in bot configurations. Data Loss Prevention (DLP) policies define how sensitive data should be handled to prevent unauthorized access. User Role Hierarchy and Field Level Security ensure data is only accessible to authorized users. Hence, "D. All of the above, working together to secure bot interactions and ensure data privacy compliance" effectively combines these methods to safeguard data and comply with security regulations.

Reference: Salesforce Security Resources

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#### NEW QUESTION # 71

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