Authentic Salesforce Certified-Strategy-Designer Exam Questions with Accurate Answers

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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	- Leveraging Adjacent Roles - Skills: It is all about knowledge and skill infusions that are needed to create a vision, different technical and business capabilities, and a roadmap for implementation.
Topic 2	Intangible Deliverables: The topic includes sub-topics about key relationships that are essential for solving the challenge statement, the best presentation techniques for communicating a vision, and the tools for productive cross-discipline collaboration.
Topic 3	Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.
Topic 4	Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q117-Q122):

NEW QUESTION # 117
A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company. What should they do to learn about the unique expectations of the company's customers?

- A. Interview 8-10 customers about how banking fits Into their lives and their ideal relationship with their bank.
- B. Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- C. Share prototypes of different interface directions with 100 people who regularly use their bank's app.

Answer: A

Explanation:
Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-customer-interviews

NEW QUESTION # 118
Cloud Kicks' stakeholders da strategy designer to help with their business goal of reducing support costs.
After a series of interviews, the designer recommends self-service in Experience Cloud as a way to address the goal.
Which capability should drive self-service in Experience Cloud?

- A. Exposing their knowledge base to customers
- B. Providing dashboards of orders to customers
- C. @ Allowing customers to see their open cases

Answer: A

Explanation:
Exposing a knowledge base to customers in Experience Cloud allows for effective self-service by providing easy access to information, solutions, and guidance. This capability empowers customers to resolve their inquiries independently, contributing to the reduction of support costs by decreasing the demand on direct support channels.

NEW QUESTION # 119
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. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a

NEW QUESTION # 120

Cloud Kicks customers have publicly challenged the company to use its market-leading position as an ethical force for good in social change What is one way the company can embed ethical use principles into its day to day work?

- A. Quantitative Research
- B. Journey Mapping
- C. Consequence Scanning

Answer: C

Explanation:
Explanation
One way the company can embed ethical use principles into its day to day work is by using Consequence Scanning, which is an agile practice that fits within an iterative development cycle and allows organizations to consider the potential consequences of their product or service on people, communities, and the planet.
Consequence Scanning helps identify and mitigate potential harms or risks, and align the product or service with the organization's values and culture. Quantitative research or journey mapping may not be sufficient or effective for embedding ethical use principles.

NEW QUESTION # 121
A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company. What should they do to learn about the unique expectations of the company's customers?

- A. Interview 8-10 customers about how banking fits Into their lives and their ideal relationship with their bank.
- B. Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- C. Share prototypes of different interface directions with 100 people who regularly use their bank's app.

Answer: A

Explanation:
Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions. References:
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NEW QUESTION # 122
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