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Salesforce Contact Center Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

The customer lacks advanced AI capabilities for case deflection. Which AppExchange solution could be a good fit?

- A. LiveChat
- **B. Einstein Bots**
- C. Salesforce Flow
- D. DocuSign

Answer: B

Explanation:

Einstein Bots, available on the Salesforce AppExchange, are an excellent solution for organizations lacking advanced AI capabilities for case deflection. These bots use artificial intelligence to automate responses to common customer inquiries and can be integrated seamlessly into Salesforce systems. They help deflect routine cases by providing immediate answers to customers, reducing the load on human agents and improving overall efficiency.

NEW QUESTION # 21

Out of the listed options, the most effective combination of features/capabilities to improve UMS's call handling speed and efficiency is:

1. Service Cloud Voice:

- * Streamlines inbound and outbound calling within Salesforce, eliminating context switching and improving agent productivity.
- * Offers features like call recording, transcription, and click-to-dial for faster call handling.

2. Omni-Channel:

- * Intelligently routes calls to the most qualified agents based on skills, availability, and workload, ensuring faster issue resolution.
- * Provides real-time insights into agent performance and call metrics for effective management.

3. Einstein Bots:

- * Handles simple inquiries and FAQs, deflecting calls from agents and reducing queue wait times.
- * Can handle tasks like scheduling appointments, providing basic account information, or collecting initial issue details, freeing up agents for complex issues.

During a design workshop, Ursa Major Solar (UMS) indicates to a consultant that many cases around the same topic, which is usually an outage. Currently the customer service agents need to respond to each and every case separately, which takes a line amount of time. They would like to be able to collect these cases together and y message that would be received by all customers.

Which incident management feature should the consultant recommend

UMS the direct communication with customers?

- A. Broadcast Email
- B. Broadcast Site Banner
- C. Broadcast Alert

Answer: C

Explanation:

To address the need for mass communication during common issue occurrences like outages, the consultant should recommend the Broadcast Alert feature in Salesforce Incident Management. This feature allows Ursa Major Solar to send a real-time alert to all affected customers quickly and efficiently. Broadcast Alerts are useful for providing immediate updates, instructions, or solutions to customers impacted by the same issue, thus reducing the need for individual case responses and significantly saving time.

NEW QUESTION # 22

The consultant should recommend implementing the requirement by setting up Support Holidays to specify holidays.

Ursa Major Solar uses a custom object to track customer orders. The

business would like the voice call linked to the primary order the customer is asking about How should a consultant accomplish this?

- A. Create a junction object between the custom object and Voice Call Create a custom lookup field on the Voice Call object to the custom object
- B. Create a flow that references the custom object.
- C. The consultant should accomplish the linking of voice calls to primary orders by creating a custom lookup field on the Voice Call object to the

Answer: C

Explanation:

custom object.

Explanation:

For linking voice calls to customer orders in Ursa Major Solar's Salesforce environment, creating a custom lookup field on the Voice

Call object to the custom object that tracks customer orders is the best approach. This setup allows each voice call record to be directly associated with a specific customer order, enabling easy tracking and reference during customer interactions. This method provides a streamlined and systematic way to link and access relevant order details directly from the call interface.
Reference: Salesforce Custom Objects and Fields

NEW QUESTION # 23

Your requirements include call deflection through IVR (Interactive Voice Response). Which tool is best suited for this?

- A. Process Builder sequences defining IVR menus and routing options based on caller selections.
- B. All of the above, depending on the complexity of the desired IVR functionalities.
- C. **Flow Builder with visual drag-and-drop interface for designing and configuring IVR menus.**
- D. Einstein Bots programmed to understand spoken language and handle inquiries without agent intervention.

Answer: C

Explanation:

Flow Builder is best suited for designing and configuring IVR (Interactive Voice Response) systems due to its visual drag-and-drop interface. This tool allows for easy creation of complex IVR menus and routing options based on caller selections, facilitating effective call deflection and ensuring callers can resolve their inquiries without needing direct agent interaction.

NEW QUESTION # 24

Your self-service goals include improving user adoption and engagement. Which metric best reflects this objective?

- A. Number of self-service articles viewed or downloaded by customers.
- B. Customer satisfaction ratings and feedback on the self-service experience.
- C. **All of the above, providing a holistic view of self-service adoption, effectiveness, and user satisfaction.**
- D. Percentage of cases deflected through self-service channels and resolved without agent intervention.

Answer: C

Explanation:

To evaluate the success of self-service initiatives in terms of user adoption and engagement, a holistic view of various metrics is essential. Monitoring the number of articles viewed or downloaded gives an indication of user engagement with content. The percentage of cases deflected through self-service channels highlights the effectiveness in resolving issues without live agent support. Customer satisfaction ratings provide direct feedback on the user experience. Thus, "D. All of the above, providing a holistic view of self-service adoption, effectiveness, and user satisfaction" is the most informative measure of success in self-service goals.
Reference: Salesforce Service Cloud Metrics

NEW QUESTION # 25

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