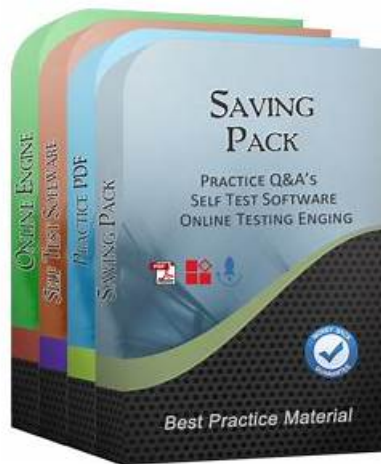


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Salesforce Salesforce-Contact-Center Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Design: Deals with the Contact Center functionalities with the stipulated requirements. Subsequently, when presented with business requirements, devise scalable and maintainable solutions for the Contact Center, adhering to standard data models.
Topic 2	<ul style="list-style-type: none"> Deploy: Discern the suitable deployment process pertinent to the Contact Center. Subsequently, document channel-specific cut-over requirements based on the feature configurations provided.
Topic 3	<ul style="list-style-type: none"> Discovery: This section deals with a customer use case, and initiates interviews to delineate personas and stakeholders involved.

Topic 4	<ul style="list-style-type: none"> • Implement: This section deals with setting up the fundamental Contact Center functionalities and features. Following this, in alignment with the complete design, configure and authenticate the email functionality, ensuring its seamless operation. Similarly, based on specific scenarios, configure and verify the functionality of voice services.
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Salesforce Contact Center Accredited Professional Sample Questions (Q77-Q82):

NEW QUESTION # 77

The customer wants to personalize customer interactions based on past interactions and preferences. Which data model element facilitates this?

- A. Case history tracking with details of previous interactions and resolutions.
- B. Segmentation rules defining customer groups based on specific criteria and behavior.
- C. Custom fields capturing customer preferences and purchase history.
- **D. All of the above, used in combination for comprehensive customer context and personalized experiences.**

Answer: D

Explanation:

Personalizing customer interactions in Salesforce Contact Center involves leveraging various data elements to understand and predict customer needs effectively. The elements include:

* Custom fields: These capture specific customer preferences and historical data like purchase history.

This helps in tailoring offerings and communication specific to individual preferences.

* Case history tracking: This element records details of past interactions, issues, and resolutions, providing a context-rich background that enables service agents to provide more informed and empathetic responses.

* Segmentation rules: These help in categorizing customers into different groups based on their behaviors and specific criteria, which can then be used to target communications and services more effectively.

Using these elements in combination allows for a comprehensive view of the customer, enabling highly personalized experiences that are responsive to individual customer profiles, history, and preferences. More details can be found in Salesforce 's resource on creating personalized customer experiences using Salesforce Contact Center, available at Salesforce Contact Center Personalization.

NEW QUESTION # 78

The customer needs to ensure data security and access controls for sensitive customer information. Which security requirement is most important?

- A. Regularly conduct security audits and vulnerability assessments to identify potential risks.
- **B. Configure field-level security to restrict access to sensitive data based on user roles.**
- C. Encrypt customer data at rest and in transit to protect against unauthorized access.
- D. Implement multi-factor authentication (MFA) for secure agent logins and access.

Answer: B

Explanation:

Field-Level Security (FLS) is a fundamental security feature in Salesforce that allows administrators to control access to specific fields based on user roles. This feature is crucial for ensuring that sensitive customer data is only accessible by authorized personnel, thereby providing a targeted approach to data security and compliance. "B. Configure field-level security to restrict access to sensitive data based on user roles" is therefore the most important security requirement for managing access to sensitive information effectively.

Reference: Salesforce Field-Level Security

NEW QUESTION # 79

To streamline communication and clarify case conversation history for an insurance company handling a high volume of cases, I recommend a combined approach utilizing Case Comments and Case Hierarchy, with careful consideration of Chatter's limitations: A project sponsor has stated that their primary goal is to reduce the cost per case in the contact center.

Which standard metric should a consultant focus on improving to reduce cost per case in the contact center?

- A. Average Cases per Agent
- B. Average Resolution Time
- C. Average Handle Time

Answer: C

Explanation:

To reduce the cost per case in the contact center, the consultant should focus on improving the Average Handle Time (AHT). AHT measures the average duration of contact with a customer, including talk time, hold time, and the time spent on related tasks after the call. By reducing AHT, an organization can handle more cases without additional resources, effectively decreasing the cost per case. Reducing AHT can be achieved through better training, more efficient tools, and workflow optimization, directly impacting the cost efficiency of the contact center operations.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 80

The legal team emphasizes data security and compliance. How can future functionality address this?

- A. Implement field-level security to restrict access to sensitive data based on user roles and permissions.
- B. All of the above, combined for a comprehensive approach to data security and compliance.
- C. Encrypt customer data at rest and in transit to protect against unauthorized access.
- D. Conduct regular security audits and vulnerability assessments to identify potential risks.

Answer: B

Explanation:

Implementing a combination of field-level security, encryption, and regular security audits addresses the concerns of data security and compliance comprehensively. Field-level security ensures that sensitive data is accessible only to authorized users based on their roles. Encryption of data at rest and in transit protects it from unauthorized access or breaches. Regular security audits and vulnerability assessments help in identifying and mitigating potential risks, ensuring that the system remains secure and compliant with legal requirements.

NEW QUESTION # 81

You need to validate the accuracy of dynamic data merging in email templates. Which option provides the best verification method?

- A. Sending test emails with sample data sets and manually checking for merge field accuracy.
- B. Implementing Apex triggers to validate data integrity before triggering email sending actions.
- C. Utilizing pre-configured Salesforce test cases for email merge field functionality.
- D. Reviewing email delivery logs and checking for errors or missing data in merged fields.

Answer: A

Explanation:

The most effective method to validate the accuracy of dynamic data merging in email templates is by sending test emails with sample data sets and manually checking the accuracy of the merged fields. This direct approach allows you to see exactly how the email appears to the recipient and confirm that all data fields are populating correctly. This hands-on verification ensures that any

discrepancies can be quickly identified and corrected.

NEW QUESTION # 82

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