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Salesforce Certified Education Cloud Consultant Sample Questions (Q81-Q86):

NEW QUESTION # 81

A university needs an email marketing tool that all program staff can use for mass communications. Program staff need to send emails that list missing application items to students. The items are stored on a custom object in Salesforce. It is important that program staff

only have access to their own department's marketing materials, leads, prospects, and templates. Which solution should the consultant recommend?

- A. Salesforce Mass Email
- B. Custom automation with an email alert
- **C. Marketing Cloud**
- D. Digital Engagement Messaging

Answer: C

Explanation:

Marketing Cloud is a solution that the consultant can recommend to meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. Marketing Cloud is a product that allows users to create and manage personalized and targeted email campaigns for customers or prospects. Marketing Cloud also integrates with Salesforce, so users can leverage their CRM data to segment and customize their email messages. Marketing Cloud also provides features such as Business Units and Roles, which can help control access to data, content, subscribers, reports, and settings for each program staff. Salesforce Mass Email, custom automation with an email alert, and Digital Engagement Messaging are not solutions that can meet the requirement of providing an email marketing tool that all program staff can use for mass communications, and that can send emails that list missing application items to students. Reference:

<https://www.salesforce.com/products/marketing-cloud/overview/>

<https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-basics>

NEW QUESTION # 82

The Advancement office is evaluating the capabilities of Education Cloud. The office needs to ingest, harmonize, and analyze batch data from its Education Cloud org and other systems.

Which solution should the consultant recommend?

- A. Flow with evocable action
- **B. Data Cloud**
- C. Data Processing Engine

Answer: B

Explanation:

Data Integration and Analysis:

Data Cloud (formerly known as Salesforce Customer 360 Data Manager) is designed for ingesting, harmonizing, and analyzing data from multiple sources.

It provides a centralized platform to manage batch data from Education Cloud and other systems.

Capabilities of Data Cloud:

Data Ingestion: Ability to import data from various sources including Education Cloud, ERP systems, and other databases.

Data Harmonization: Standardizes and merges data to create a unified view.

Data Analysis: Offers tools to analyze and visualize the harmonized data for insights.

Implementation Steps:

Enable Data Cloud: Work with Salesforce support to enable Data Cloud for your org.

Configure Data Sources: Set up connections to the various data sources.

Define Data Models: Create data models to harmonize data from different systems.

Setup Data Integration: Configure data integration processes to regularly ingest and update data.

Analyze Data: Use Data Cloud's analytics tools to generate insights from the unified data.

Reference:

Salesforce Documentation: [Salesforce Data Cloud](#)

NEW QUESTION # 83

A university is experiencing performance degradation issues such as record locking, long search times, and long record save times. What is the likely cause for all of these issues?

- A. TDTM
- B. Insufficient code coverage
- **C. Data skew**
- D. Insufficient data storage

Answer: C

Explanation:

Data skew is the likely cause for all of these issues, such as record locking, long search times, and long record save times. Data skew is a condition that occurs when a large number of child records are associated with a single parent record, or when a large number of records are owned by a single user. Data skew can affect performance and functionality, such as locking records, slowing down queries, and increasing save times. TDTM, insufficient code coverage, and insufficient data storage are not likely causes for all of these issues. Reference:

https://help.salesforce.com/s/articleView?id=sf.data_skew.htm&type=5

<https://developer.salesforce.com/blogs/engineering/2012/04/avoid-account-data-skew-for-peak-performance.html>

NEW QUESTION # 84

The Director of Advising wants to understand what students say are the most common reasons for scheduling advising appointments. What should the consultant include in a report to meet the requirement?

- A. Case Reason
- B. Alert Reason
- C. Appointment Topic

Answer: C

Explanation:

Understanding Student Advising Reasons:

The Appointment Topic field in advising appointments captures the reasons students schedule these appointments.

This field provides insights into the common topics and concerns addressed during advising sessions.

Reporting on Appointment Topics:

Create a Report: Go to the Reports tab in Salesforce and create a new report based on the advising appointment object.

Add Fields: Include the Appointment Topic field to capture the reasons for the appointments.

Filter Data: Apply filters to include relevant appointment records.

Analyze Results: Use the report to analyze and summarize the most common reasons for advising appointments.

Steps to Create the Report:

Navigate to Reports: Log in to Salesforce and go to the Reports tab.

Create New Report: Select the appropriate report type for advising appointments.

Add Fields: Include the Appointment Topic field.

Run and Save Report: Run the report to view the data and save it for future reference.

Reference:

Salesforce Documentation: Creating Reports and Dashboards

NEW QUESTION # 85

The Recruitment and Admissions office has an existing Salesforce environment they wants to expand to include all of the school's operations and service. The school has asked the consultant for recommendations to ensure the expansion is efficient,, and will meet the need of new existing user.

Which should the consultant recommend to meet the requirements?

- A. Build a Center of Excellence.
- B. Create a Trailmix for new users.
- C. Encourage users to post ideas on Chatter.
- D. Grant System Admin access for each department leader.

Answer: A

Explanation:

The consultant should recommend the school to build a Center of Excellence, because this can ensure that the expansion of their Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. A Center of Excellence is a team or a group of teams that provide leadership, best practices, governance, and support for Salesforce within an organization. A Center of Excellence can help the school align their Salesforce strategy with their business goals, manage change and adoption, optimize performance and security, and foster innovation and collaboration. Creating a Trailmix for new users, granting System Admin access for each department leader, and encouraging users to post ideas on Chatter are not recommendations that can ensure that the expansion of the Salesforce environment is efficient, scalable, and will meet the needs of new and existing users. Reference:

https://www.salesforce.org/wp-content/uploads/2019/03/Education_Cloud_COE_Guide.pdf
<https://trailhead.salesforce.com/en/content/learn/modules/center-of-excellence-basics>

NEW QUESTION # 86

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