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GAQM CTL-001

Certified Team Leader (CTL)

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Salesforce Service-Con-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Intake and Interaction Channels: This domain addresses designing intake channels, recommending interaction channels, understanding configuration best practices, and implementing AI agents and agentic service capabilities.
Topic 2	<ul style="list-style-type: none">Contact Center Analytics: This domain focuses on developing reports and dashboards to deliver relevant analytical information to contact center stakeholders.

Topic 3	<ul style="list-style-type: none"> • Knowledge Management: This domain covers Knowledge article lifecycle, Knowledge Centered Service methodology, and configuring Salesforce Knowledge for agent support and self-service processes.
Topic 4	<ul style="list-style-type: none"> • Implementation Strategies: This domain focuses on consulting engagement participation, deployment and training recommendations, and considerations for data migration, quality, governance, and large data volumes.
Topic 5	<ul style="list-style-type: none"> • Industry Knowledge: This domain covers understanding Contact Center metrics, KPIs, and assessing risks, benefits, and business challenges for client outcomes.
Topic 6	<ul style="list-style-type: none"> • Service Cloud Solution Design: This domain involves designing solutions that balance capabilities, limitations, and trade-offs for service reps and customers while meeting data security and compliance requirements.
Topic 7	<ul style="list-style-type: none"> • Integrations: This domain covers integration use cases and considerations for connecting Service Cloud with third-party solutions and external data sources.

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Salesforce Certified Service Cloud Consultant Sample Questions (Q180-Q185):

NEW QUESTION # 180

Cloud Kicks (CK) provides product support based on Service Contracts. A customer's Service Contract includes the same Service Level Agreement (SLA) for both Cases and Work Orders. CK would like an efficient method to manage the setup.

What is the recommended configuration to meet the requirements?

- A. Create separate entitlement processes for the Case and Work Order.
- B. Create a single entitlement process on both the Case and the Work Order.
- C. Create a Flow to assign the entitlement process to the Work Order.

Answer: B

Explanation:

When both Cases and Work Orders share the same Service Level Agreement (SLA), Salesforce best practice is to create a single entitlement process and apply it to both objects. This ensures consistency, reduces maintenance, and simplifies SLA tracking. The entitlement process can be configured once and then linked via Entitlement Templates or automation for both record types.

Option B (Flow) adds unnecessary complexity if both objects share identical milestones.

Option C (separate processes) would create redundant configurations for the same SLA terms.

Referenced Salesforce Materials:

Service Cloud Consultant Exam Guide - Case Management Domain.

Salesforce Help: "Use Entitlement Processes with Cases and Work Orders." Salesforce Field Service and Service Cloud Integration Guide - Shared Entitlements Best Practices.

NEW QUESTION # 181

Universal Containers (UC) has Excel files of customer data maintained by its service reps. All of the service reps have worked with

the same customer contacts. UC wants to ensure that its Salesforce instance has clean data. Which best practice should a consultant recommend?

- A. Import the records and use Duplicate Management.
- **B. Deduplicate the data before importing into Salesforce.**
- C. Import the records and create a Flow to change the data type.

Answer: B

Explanation:

The best practice to ensure clean data in Salesforce when importing customer data from Excel files is to deduplicate the data before the import process. This involves identifying and merging duplicate records, ensuring that only unique and accurate data is imported into Salesforce. This proactive step prevents data quality issues and maintains the integrity of the Salesforce database.

NEW QUESTION # 182

Universal Containers implemented Case Management to support business-to-consumer (B2C) customers. One custom field includes the customer's Personal Identifiable Information (PII) data. When a case is submitted, an account manager requires Read-Only access and needs to view the customer's PII data. A support engineer requires Read and Write access but no visibility into the customer's PII data.

Which solution should a consultant recommend to meet the requirements?

- A. Configure OWD for the Case object and implement Salesforce Shield.
- **B. Configure Case Team with Read Write and field-level security.**
- C. Configure View All for the Case object and field-level security.

Answer: B

Explanation:

To meet the requirements of different access levels for account managers and support engineers, configuring Case Teams with appropriate roles and applying field-level security to the Personal Identifiable Information (PII) data field is advisable. This approach allows for granular control over access to case information and PII data, ensuring that each role has the necessary permissions while maintaining data privacy and security.

NEW QUESTION # 183

A Service Cloud Consultant is configuring an "Order Inquiries" topic for an Agentforce Service Agent. The business requires that if a package is reported lost, the AI agent must immediately escalate the conversation to a service rep. How should the consultant achieve this?

- **A. Add an instruction to the AI agent stating that any utterance of lost packages should trigger the escalation.**
- B. Use the standard Employee Agent Escalation topic to handle all escalations.
- C. Use skills-based routing to transfer the conversation to the appropriate service rep.

Answer: A

Explanation:

In Agentforce for Service, consultants can define custom instructions within a topic to control the AI agent's behavior dynamically. By adding a clear instruction in the "Order Inquiries" topic - for example, "If the customer mentions a lost or missing package, escalate the conversation to a live agent immediately" - the AI agent can automatically trigger an escalation action or handoff to a service rep.

This approach leverages topic-specific natural language understanding rather than external routing logic.

Option B is incorrect because the Employee Agent Escalation topic applies to internal employee assistance, not customer-facing AI interactions.

Option C (skills-based routing) controls assignment after escalation but doesn't trigger the escalation event itself.

Referenced Salesforce Materials:

Salesforce Spring '24 Release Notes - Agentforce for Service: Escalation and Instruction Enhancements.

Service Cloud Consultant Exam Guide - Interaction Channels Domain.

Salesforce Help: "Configure Topic Instructions and Escalation Triggers for Agentforce Service Agent."

Universal Containers (UC) has deployed a call center using open CTI. Call center agents are organized into four groups reflecting UC's four different product lines. Each group's manager would like a report on their agents' daily call volume, including related case and contact information.

How should the consultant recommend the report be created?

- A. Customize the My Team's Calls This Week standard report.
- B. Build a report on Products with Activities grouped by owner.
- C. Create a Custom Report type with Activities as the primary object.

Explanation:

NEW QUESTION # 185

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