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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• OMBPs for CX Marketing: This section of the exam measures the skills of Training and Learning Managers and focuses on how OMBPs enhance CX Marketing processes. It explains the flow from audience generation to opportunity creation, ensuring targeted marketing efforts lead to successful conversions. Design considerations and important takeaways for implementing CX Marketing OMBPs are covered, helping organizations optimize marketing strategies. The section also describes key metrics that assess the success of CX Marketing OMBPs, ensuring effectiveness in execution and performance evaluation.

Topic 2	<ul style="list-style-type: none"> • Oracle Cloud Success Navigator and Oracle Cloud Quality Standards: This section of the exam measures the skills of Training and Learning Managers and focuses on optimizing cloud adoption. It explains the importance of Cloud Success Navigator and Cloud Quality Standards in ensuring smooth implementation and ongoing optimization of Oracle Cloud solutions. The section also describes how OMBPs are embedded within Oracle Cloud and applied with Starter Configuration to create an efficient and scalable cloud environment.
Topic 3	<ul style="list-style-type: none"> • Oracle Cloud Applications and Oracle Modern Best Practice (OMBP): This section of the exam measures the skills of OGL Administrators and covers the offerings and capabilities of Oracle Cloud Applications. It explains how Oracle Cloud solutions help businesses streamline operations, enhance customer experience, and improve decision-making. The key features of the Oracle CX suite are outlined, providing insight into its role in customer engagement. Additionally, it explains how data flows between various CX Modern Best Practices (OMBPs) to ensure seamless integration and operational efficiency.
Topic 4	<ul style="list-style-type: none"> • OMBPs for CX Service: This section of the exam measures the skills of OGL Administrators and focuses on customer service processes within Oracle Cloud. It explains the process from initial customer contact to service resolution, ensuring efficient and timely handling of customer inquiries. The design considerations and important takeaways for CX Service OMBPs are discussed, helping businesses improve their service operations. Additionally, key metrics are outlined to measure the successful execution of CX Service OMBPs, ensuring high-quality customer support and satisfaction.
Topic 5	<ul style="list-style-type: none"> • OMBPs for CX Sales: This section of the exam measures the skills of OGL Administrators and focuses on the sales process within Oracle Modern Best Practice. It explains the journey from lead generation to a successfully closed opportunity, ensuring a structured and efficient sales workflow. The design aspects and important considerations for implementing CX Sales OMBPs are discussed to help organizations streamline sales operations. Additionally, key performance metrics are described, offering a way to measure and track the success of CX Sales OMBPs.

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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q16-Q21):

NEW QUESTION # 16

Which KPI provides a comprehensive evaluation of the Nurture to Opportunity OMBP's success in Oracle Fusion Cloud CX Marketing?

- A. Website traffic and engagement metrics, such as page views and conversion rates.
- B. Sales teams' productivity and training hours dedicated to the campaign nurturing process.
- C. Number of new customer acquisitions and the total revenue generated from the targeted opportunity.

Answer: C

Explanation:

The Nurture to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on nurturing leads into sales opportunities. The KPI that provides a comprehensive evaluation of its success is the number of new customer acquisitions and the total revenue generated from the targeted opportunity.

New Customer Acquisitions: Measures the OMBP's ability to convert nurtured leads into customers, reflecting its effectiveness.

Total Revenue Generated: Ties nurturing efforts to financial outcomes, providing a holistic view of business impact.

Together, these metrics assess both quantity and value, key to a comprehensive evaluation.

Option A (Productivity/Training): Internal metrics don't directly measure nurturing success.

Option B (Website Metrics): Engagement is an intermediate step, not a comprehensive outcome.

Oracle Fusion CX Marketing documentation, like "CX Analytics FAQs," highlights acquisition and revenue as critical success KPIs for nurturing processes.

NEW QUESTION # 17

What is the primary function of the Back-to-Back Order Fulfillment process in Oracle Fusion Cloud SCM?

- A. To prioritize warehouse stock over supplier sourcing.
- **B. To link customer orders to supplier purchase orders for direct fulfillment.**
- C. To delay order fulfillment until inventory is replenished.
- D. To eliminate the need for supplier collaboration.

Answer: B

Explanation:

The Back-to-Back Order Fulfillment process in Oracle Fusion Cloud SCM optimizes order delivery. Its primary function is to link customer orders to supplier purchase orders for direct fulfillment.

Process: When a customer order is placed, it triggers a purchase order to the supplier, ensuring goods are sourced and shipped directly to fulfill the demand.

Benefit: Reduces inventory holding costs and speeds up fulfillment.

Option A (No Collaboration): Requires supplier integration, not elimination.

Option B (Delay): Aims for efficiency, not delays.

Option D (Warehouse Priority): Focuses on supplier sourcing, not existing stock.

Oracle Fusion Cloud SCM documentation, like "Order Management Guides," details this process.

NEW QUESTION # 18

How does AI/ML enhance productivity and performance for sales managers and representatives in the Coaching Plan to Performance OMBP in Oracle Fusion Cloud CX Sales Performance?

- A. AI/ML focuses on sales forecasting and pipeline management, leaving the coaching aspect unchanged.
- **B. AI/ML analyzes sales representative performance data, identifies areas for improvement, and provides tailored recommendations.**
- C. AI/ML automates the coaching process, delivering generic training modules to all sales representatives.

Answer: B

Explanation:

The Coaching Plan to Performance OMBP in Oracle Fusion Cloud CX Sales Performance uses AI/ML to optimize coaching efforts, directly impacting productivity and performance. The most effective approach is analyzing sales representative performance data, identifying areas for improvement, and providing tailored recommendations.

AI/ML assesses individual rep performance (e.g., conversion rates, deal sizes) against benchmarks.

It identifies specific weaknesses (e.g., poor objection handling) and strengths to build upon.

Tailored recommendations (e.g., targeted training or strategy adjustments) ensure coaching is personalized, driving measurable improvements.

Option A (Forecasting Focus): Forecasting and pipeline management are separate functions; coaching requires performance-specific insights.

Option B (Generic Automation): Generic modules lack the personalization needed for effective coaching, reducing impact.

Oracle's "Oracle AI for Fusion Applications" and "CX Sales Performance" documentation emphasize AI/ML's role in delivering individualized coaching insights, aligning with this OMBP's objectives.

NEW QUESTION # 19

Which KPI in the Opportunity to Quote OMBP is essential for gauging the speed and effectiveness of the quoting process?

- A. Quote Volume metric for measuring the number of quotes generated.
- **B. Average Time to Quote Acceptance metric for evaluating the duration between quote delivery and customer acceptance.**

- C. Win Rate metric for measuring the percentage of quotes resulting in closed deals.
- D. Average Deal Size metric for analyzing the monetary value of closed deals.

Answer: B

Explanation:

The Opportunity to Quote OMBP (Operational Management Business Process) in Oracle Fusion Cloud CX Sales focuses on streamlining the process from identifying an opportunity to delivering a quote to the customer. The key performance indicator (KPI) that best gauges both the speed and effectiveness of this process is the Average Time to Quote Acceptance. This metric measures the duration from when a quote is delivered to the customer to when it is accepted, providing direct insight into how efficiently and effectively the quoting process converts opportunities into actionable outcomes. Speed is critical in sales to maintain customer engagement, and effectiveness ensures the quote meets customer needs, leading to acceptance.

Option A (Quote Volume): While this metric tracks the number of quotes generated, it only reflects activity volume, not the speed or success of the quoting process.

Option C (Win Rate): This measures the percentage of quotes resulting in closed deals, which indicates effectiveness but does not directly address the speed of the process.

Option D (Average Deal Size): This focuses on the monetary value of deals, which is a downstream outcome rather than a direct measure of the quoting process itself.

According to Oracle Fusion CX Sales documentation, such as the "Oracle Fusion Cloud CX Analytics FAQs" and "Oracle Fusion Cloud Sales Performance" guides, the Average Time to Quote Acceptance is a critical KPI for assessing the efficiency of sales processes like Opportunity to Quote, aligning with business goals of reducing cycle times and improving customer responsiveness.

NEW QUESTION # 20

Which metric is used to measure the success of the Knowledge Gap to Solution OMBP?

- A. Average case resolution time.
- B. Customer satisfaction ratings.
- C. All of the above.
- D. Knowledge article accuracy.

Answer: C

Explanation:

The Knowledge Gap to Solution OMBP in Oracle Fusion Cloud CX Service aims to bridge agent knowledge gaps to resolve customer issues effectively. Its success is measured by a combination of metrics: customer satisfaction ratings, average case resolution time, and knowledge article accuracy, making "All of the above" the correct answer.

Customer Satisfaction Ratings: Reflects how well resolutions meet customer expectations, a direct outcome of effective knowledge use.

Average Case Resolution Time: Measures the efficiency of applying knowledge to close cases quickly, indicating process effectiveness.

Knowledge Article Accuracy: Ensures the solutions provided are correct, reducing rework and enhancing trust in the knowledge base.

Combined Impact: These metrics together provide a holistic view of the OMBP's success in improving service quality, speed, and accuracy.

Oracle Fusion Cloud CX Service documentation, such as "Service Center Guides" and "CX Analytics FAQs," emphasizes these metrics as critical for evaluating knowledge-driven processes.

NEW QUESTION # 21

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