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### Salesforce Service-Con-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Knowledge Management: This domain covers Knowledge article lifecycle, Knowledge Centered Service methodology, and configuring Salesforce Knowledge for agent support and self-service processes.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Contact Center Analytics:</b> This domain focuses on developing reports and dashboards to deliver relevant analytical information to contact center stakeholders.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Service Cloud Solution Design:</b> This domain involves designing solutions that balance capabilities, limitations, and trade-offs for service reps and customers while meeting data security and compliance requirements.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Intake and Interaction Channels:</b> This domain addresses designing intake channels, recommending interaction channels, understanding configuration best practices, and implementing AI agents and agentic service capabilities.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Case Management:</b> This domain covers designing end-to-end case management solutions, implementing case deflection strategies, configuring entitlements, milestones, SLAs, and understanding Service Cloud automation capabilities.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• <b>Integrations:</b> This domain covers integration use cases and considerations for connecting Service Cloud with third-party solutions and external data sources.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• <b>Implementation Strategies:</b> This domain focuses on consulting engagement participation, deployment and training recommendations, and considerations for data migration, quality, governance, and large data volumes.</li> </ul>

## Salesforce Certified Service Cloud Consultant Sample Questions (Q128-Q133):

### NEW QUESTION # 128

As part of a service improvement project, Cloud Kicks (CK) has implemented Knowledge management for its support agents. Several months after the implementation, CK management notices an inconsistency in reported customer satisfaction. Key performance Indicators (KPIs) show a decrease; however, many customers have provided testimonials about great support experiences.

Which KPI could help explain the disparity?

- A. Measure cases with and without articles attached with high net promoter scores (NPS),
- **B. Measure cases with and without articles attached with high CSAT scores.**
- C. Measure cases with and without articles attached based on case status.

**Answer: B**

Explanation:

To understand the disparity in customer satisfaction reports, measuring cases with and without Knowledge articles attached, and correlating them with high Customer Satisfaction (CSAT) scores can provide insights. This KPI could reveal whether the use of Knowledge articles directly impacts customer satisfaction, helping to explain the inconsistency between KPIs and customer testimonials.

### NEW QUESTION # 129

Universal Containers has a well-defined support process for cases which includes the following statuses:

- \* New
- \* Assigned
- \* In Progress
- \* Waiting On Customer
- \* Closed

The support manager has noticed an increase in the average age of a case and wants to understand how long a case is in each status. Which report type should the consultant consider when collecting data for the support manager?

- **A. Case History**
- B. Case Lifecycle
- C. Cases with Milestones

**Answer: A**

Explanation:

For analyzing the duration cases spend in each status, the "Case History" report type is most suitable. This report tracks all changes made to a case, including status updates, providing a detailed timeline of a case's progression. This data enables the support manager to identify bottlenecks or stages where cases are delayed, facilitating targeted improvements in the support process.

#### NEW QUESTION # 130

The customer support team at Universal Containers (UC) has noticed a large increase in Case Resolution times recently. UC wants to use Einstein for Service to help agents locate the relevant information more quickly.

- **A. Einstein Article Recommendations**
- B. Einstein Bots
- C. Einstein Reply Recommendations

**Answer: A**

Explanation:

Einstein Article Recommendations analyzes past cases, content usage, and agent activity to automatically suggest the most relevant Knowledge Articles in the Service Console. This reduces search time, improves accuracy, and significantly decreases case resolution times.

Option A (Einstein Bots) automates customer self-service but doesn't assist agents in article retrieval.

Option C (Einstein Reply Recommendations) provides quick response text for messaging and chats, not knowledge lookup.

Referenced Salesforce Materials:

Service Cloud Consultant Exam Guide - Knowledge Management Domain.

Salesforce Help: "Set Up Einstein Article Recommendations."

Salesforce Winter '23 Release Notes - Einstein for Service Enhancements (Article Recommendations).

#### NEW QUESTION # 131

Universal Containers wants to automate responses to a high volume of common customer queries such as "What's my account number?" or "I need to reset my password." They require a solution that can operate 24/7, provide natural, conversational replies, and understand the context of the entire conversation.

What should the Service Cloud Consultant recommend?

- A. Implement public knowledge base in an Experience Cloud and create users for each customer.
- **B. Implement Agentforce Service Agent with standard topics like "Account Management" and associated actions.**
- C. Implement generative Search Answers on a customer-facing knowledge base.

**Answer: B**

Explanation:

According to the Salesforce Service Cloud (Einstein and Agentforce capabilities) outlined in the Salesforce Spring '24 Release Notes and the Service Cloud Consultant Exam Guide - Interaction Channels Domain, the best practice for automating natural, conversational customer interactions is through Agentforce (previously Einstein Copilot for Service).

Agentforce Service Agent uses AI-driven conversation understanding and standard topics such as "Account Management," "Billing," or "Password Reset", allowing customers to interact in natural language while the system retrieves answers, performs actions, and maintains full context across multiple turns of a conversation. It operates 24/7 on digital channels such as chat or messaging and integrates seamlessly with Service Cloud data to personalize responses.

Option B (Generative Search Answers) provides AI-generated search results from knowledge articles but lacks true conversational context and interaction flow.

Option C (Public Knowledge Base in Experience Cloud) provides self-service information but does not enable conversational automation or context-aware dialogues.

Referenced Salesforce Materials:

Salesforce Spring '24 Release Notes - Service Cloud: Agentforce Service Agent Enhancements (Introduces AI-driven conversational agents that use generative AI to provide contextual responses).

Service Cloud Consultant Exam Guide - Interaction Channels Domain (Covers automation options including Einstein Bots and Agentforce for conversational customer support).

Salesforce Documentation: Agentforce for Service Overview (Defines Agentforce as an AI assistant capable of handling natural, multi-turn conversations 24/7).

### NEW QUESTION # 132

Universal Containers is training a new set of service agents. Part of the training includes handling messaging from customers. However, it is important that contact center managers monitor the messaging sessions to ensure the service agents' responses are professional and accurate and that the managers are able to assist when needed.

Which Lightning Console feature should a consultant configure to support this need?

- A. Omni-Channel Supervisor and Whisper Messages
- B. Chat Supervisor tab and Whisper Messages
- C. Incident Management tab and Whisper Messages

**Answer: A**

Explanation:

To enable contact center managers to monitor messaging sessions and provide guidance to service agents, configuring the Omni-Channel Supervisor feature along with Whisper Messages is recommended. This setup allows managers to oversee agent-customer interactions in real-time and offer discreet advice to agents during messaging sessions, ensuring professionalism and accuracy in responses.

### NEW QUESTION # 133

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