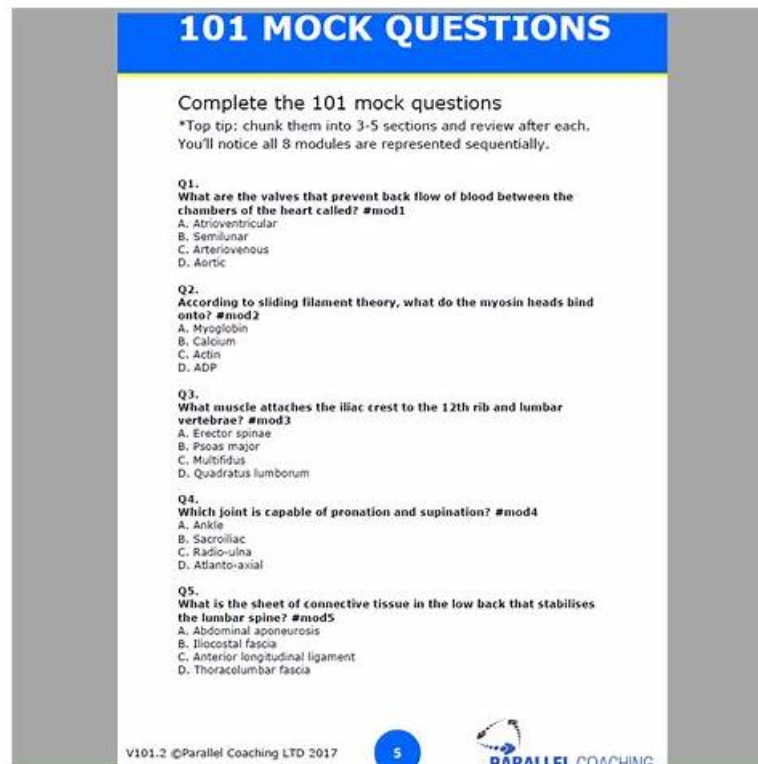


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Salesforce Certified Education Cloud Consultant Sample Questions (Q197-Q202):

NEW QUESTION # 197

Student Services is preparing to migrate student Incident and Incident Resolution data from its old system to a Salesforce.org that uses the Education Data Architecture (EDA).

Which objects should the consultant use?

- A. Case
- B. Case Comment
- C. Attribute

Answer: A

Explanation:

The Case object is used to track student incidents and resolutions in EDA. Cases can be related to Contacts, Accounts, or Affiliations using the standard lookup fields. Cases can also have Case Comments to capture additional information or communication about the incident¹. The Attribute object is used to store additional information about Contacts or Accounts, such as demographics, interests, or preferences³. The Case Comment object is a child of the Case object and cannot be used independently.

1: Education Data Architecture (EDA) Data Model 2: Education Cloud Consultant Certification Guide & Tips - Salesforce Ben 3: Attribute Object : Case Comment Object

NEW QUESTION # 198

A Recruitment office wants to use Pardot and Salesforce with the Education Data Architecture (EDA) to manage campaigns and track prospective students.

Which compatibility consideration should the consultant discuss with the office?

- A. Pardot is incompatible with the Household account model.
- B. EDA requires custom automation for lead conversion.
- C. Pardot can only create Leads and Contacts.
- D. The Do Not Contact TDTM record must be disabled.

Answer: B

Explanation:

The consultant should discuss with the Recruitment office that EDA requires custom automation for lead conversion as a compatibility consideration for using Pardot and Salesforce with EDA. Lead conversion is a process that converts a Lead record into an Account, a Contact, and an Opportunity record in Salesforce. EDA does not support the standard lead conversion process in Salesforce, because it uses different account models and objects to store information about individuals and organizations. The consultant should create custom automation for lead conversion, such as using Process Builder, Flow, or Apex, to map the Lead fields to the appropriate EDA fields and objects. Pardot being incompatible with the Household account model, the Do Not Contact TDTM record needing to be disabled, or Pardot being able to create only Leads and Contacts are not compatibility considerations for using Pardot and Salesforce with EDA. Reference:

<https://powerofus.force.com/s/article/EDA-Lead-Conversion>

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

NEW QUESTION # 199

A university system purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The university needs to track students both as individuals and as part of a household. The Recruitment and Admissions office also wants to track events, the event locations, and the event vendors.

Which account model should the consultant recommend?

- A. Person Account Model
- B. Education Data Architecture (EDA) Account Model
- C. Standard Account Model

Answer: B

Explanation:

The consultant should recommend the Education Data Architecture (EDA) Account Model as the account model for the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. The EDA Account Model is an account model that allows users to store information about individuals or organizations that are related to an educational institution, such as students, parents, faculty, staff, alumni, or donors. The EDA Account Model can help the university system track students both as individuals and as part of a household using features such as Contacts, Accounts, Relationships, or Affiliations. The EDA Account Model can also help the Recruitment and Admissions office track events, the event locations, and the event vendors using features such as Campaigns or Campaign Members. The Person Account Model and the Standard Account Model are not

account models that can meet the requirements of the university system that purchased Salesforce and wants to move to an enterprise model for all of the schools in the system. Reference:

<https://powerofus.force.com/s/article/EDA-Accounts>

<https://powerofus.force.com/s/article/EDA-Campaigns>

NEW QUESTION # 200

The Recruitment and Admissions office wants to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices. Prospective students communicate via SMS on their mobile devices, social media, and email.

Which solution should the consultant recommend?

- A. Third-party app
- B. Salesforce Maps
- C. Einstein Bots

Answer: C

Explanation:

The best solution for the Recruitment and Admissions office to use Salesforce to track prospective students, recruitment events, student applications, digital engagement, and interactions with prospects on their mobile devices is C. Einstein Bots¹². Einstein Bots are chatbots that use artificial intelligence (AI) to automate conversations with prospective students on various channels, such as SMS, social media, and email. They can provide information, answer questions, collect data, and hand off the conversation to a human agent if needed. Einstein Bots can help the Recruitment and Admissions office to track digital engagement and interactions with prospects on their mobile devices, and improve the student experience¹².

A third-party app is not a Salesforce solution and may not be compatible with the Salesforce platform or the Education Data Architecture (EDA) that the Recruitment and Admissions office uses. Salesforce Maps is a location intelligence solution that helps sales and service teams optimize their territories, routes, and schedules³. It is not directly relevant to the scenario described in the question.

NEW QUESTION # 201

A university Advancement office uses the Education data Architecture (EDA).

Which EDA functionality should the Advancement office use to track historical data for targeted outreach and donation opportunities?

- A. Affiliation
- B. Relationship
- C. Attribute

Answer: A

Explanation:

Tracking Historical Data with EDA:

The Affiliation object in EDA is used to track historical data related to relationships between individuals and organizations (such as alumni and the university).

Using Affiliations for Targeted Outreach:

Create Affiliations: Set up affiliations for alumni to capture historical data such as past donations, engagement activities, and more.

Targeted Outreach: Use the data from affiliations to segment alumni for targeted outreach and donation opportunities.

Implementation Steps:

Configure Affiliations: Ensure that the Affiliation object is configured correctly to capture the necessary historical data.

Data Entry: Enter historical data into the Affiliation records.

Reporting and Analysis: Create reports and dashboards to analyze affiliation data and identify potential outreach opportunities.

Reference:

Salesforce EDA Documentation: Affiliations

NEW QUESTION # 202

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