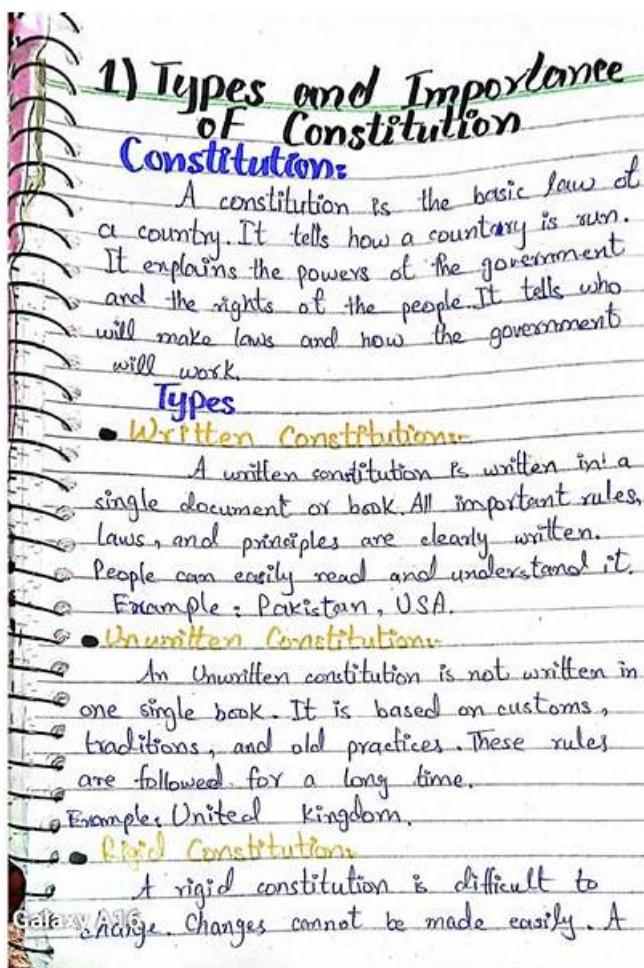


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To prepare for the Salesforce CRT-261 Certification Exam, candidates should have a solid understanding of Salesforce fundamentals, including data modeling, security, and automation. They should also have experience working with the Service Cloud, including case management, knowledge management, and omni-channel routing. There are many resources available to help candidates prepare for the exam, including study guides, practice exams, and online training courses.

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Salesforce Certification Preparation for Service Cloud Consultant Sample Questions (Q17-Q22):

NEW QUESTION # 17

Cloud Kicks (CK) wants to adopt artificial intelligence (AI) for improving case closure key performance indicators (KPIs) and product support planning within its Service organization. CK has at least 1,000 closed cases from which it can predict accurate values for fields that are empty. CK has yet to implement any Einstein AI products.

Which approach should the consultant recommend to start. AI efforts at CK?

- A. Confirm there are enough closed cases and turn on Einstein Service AI Grounding with Cases.
- B. **Review and address Case data issues and set up Einstein Classification Apps.**
- C. Review and address Case data issues and set up Einstein Article Recommendations.

Answer: B

Explanation:

To start AI efforts for improving case closure KPIs and product support planning, reviewing and addressing case data quality issues is essential before setting up Einstein Classification Apps. This approach ensures the AI models are trained on clean, reliable data, enhancing the accuracy of predictions for empty fields and overall effectiveness of the AI implementation in the Service organization.

NEW QUESTION # 18

Universal Containers' contact center manager needs to measure the following metrics:

- * Agent productivity
- * Customer satisfaction

Which report should a consultant recommend? (Choose 2)

- A. Escalation rate
- B. **First contact resolution**
- C. Average speed to answer
- D. **Average handle time**

Answer: B,D

NEW QUESTION # 19

Universal Containers wants to offer its customers interactive chat as well as case processing.

The same team of service agents will be handling both types of communication from customers.

Which solution should a consultant recommend to ensure that service agents are only assigned an appropriate number of issues?

- A. **Omni-Channel**
- B. Case team
- C. Case assignment rules

Answer: A

Explanation:

To ensure service agents handling both chat and case processing are assigned an appropriate number of issues, Omni-Channel is the solution. Omni-Channel's capacity management features ensure that agents are not overloaded with work items, maintaining a manageable workload and improving efficiency and response times.

NEW QUESTION # 20

universal containers wants to monitor customers social media reactions and opinions. Agents also want to see recent cases that customer logged.

- A. Omni channel
- B. Social Conversation component
- C. Custom lightning component
- D. Appexchange solution

Answer: B

Explanation:

Social Conversation component is a feature that can enable Universal Containers to monitor customers' social media reactions and opinions, as well as see recent cases that customers logged. Social Conversation component allows agents to view and reply to social posts from customers using Social Customer Service. It also shows related records, such as cases, contacts, or accounts, that are linked to the social posts. Verified References: : https://help.salesforce.com/s/articleView?id=sf.social_customer_service_overview.htm&type=5: https://help.salesforce.com/s/articleView?id=sf.social_customer_service_component.htm&type=5

NEW QUESTION # 21

Which three are characteristics of Visual Workflow? Choose 3 answers

- A. Apex code must be used to pass data to legacy systems.
- B. Elements can be used to pass data to legacy systems.
- C. Elements can be used to update fields in the database.
- D. Only one version of a flow can be activated at a time.
- E. Apex code must be used to update fields in the database.

Answer: B,C,D

Explanation:

Visual Workflow is a tool that allows you to create flows that automate business processes in Salesforce.

Flows consist of elements that define the logic, data manipulation, and user interface of the flow. Elements can be used to pass data to legacy systems using outbound messages or Apex actions, update fields in the database using record elements, and perform other tasks. Only one version of a flow can be activated at a time, meaning that only one version can run when triggered by users or processes. Verified References:

[Salesforce Help: Visual Workflow]

NEW QUESTION # 22

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