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## Salesforce

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### Salesforce Salesforce-Contact-Center Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Implement: This section deals with setting up the fundamental Contact Center functionalities and features. Following this, in alignment with the complete design, configure and authenticate the email functionality, ensuring its seamless operation. Similarly, based on specific scenarios, configure and verify the functionality of voice services.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• Discovery: This section deals with a customer use case, and initiates interviews to delineate personas and stakeholders involved.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• Deploy: Discern the suitable deployment process pertinent to the Contact Center. Subsequently, document channel-specific cut-over requirements based on the feature configurations provided.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• Design: Deals with the Contact Center functionalities with the stipulated requirements. Subsequently, when presented with business requirements, devise scalable and maintainable solutions for the Contact Center, adhering to standard data models.</li> </ul>

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## Salesforce-Contact-Center Study Plan & Salesforce-Contact-Center Original Questions

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### Salesforce Contact Center Accredited Professional Sample Questions (Q54-Q59):

#### NEW QUESTION # 54

The CEO prioritizes customer satisfaction as a key KPI. How would you measure this metric within the Contact Center program?

- A. Implement customer satisfaction surveys after interactions and analyze sentiment analysis.
- B. Monitor agent performance against resolution time and escalation benchmarks.
- C. Track average call handle time and first-contact resolution rate.
- D. All of the above, combined for a comprehensive view of customer satisfaction.

**Answer: D**

#### NEW QUESTION # 55

The customer requests ongoing support and maintenance after the rollout. Which element should be included in the plan?

- A. Providing regular system updates and patches to address bugs and improve performance.
- B. Conducting periodic user training sessions to familiarize users with new features and updates.
- C. Establishing a support channel for reporting issues and troubleshooting technical problems.

**Answer: B**

Explanation:

To ensure effective ongoing support and maintenance after the rollout of a Salesforce project, all the elements listed are essential: A. Establishing a support channel is crucial for a responsive troubleshooting and issue-reporting mechanism. B. Regular system updates and patches are necessary to maintain system health and performance, ensuring that bugs are fixed and improvements are implemented regularly. C. Periodic user training sessions help users stay up-to-date with new features and updates, which is essential for maximizing the adoption and utility of the system.

Collectively, these elements create a robust support structure that facilitates continuous improvement and user engagement. Salesforce offers guidance on establishing these elements in their best practices for system maintenance and user training. More about ongoing support and maintenance best practices can be found here:<https://admin.salesforce.com/>

#### NEW QUESTION # 56

The company's primary goal is to improve customer satisfaction. Which KPI best aligns with this objective?

- A. Customer Satisfaction (CSAT) Score
- B. First Contact Resolution (FCR) Rate
- C. Average Contact Handle Time (AHT)
- D. Net Promoter Score (NPS)

**Answer: A**

Explanation:

The Customer Satisfaction (CSAT) Score is the key performance indicator (KPI) that best aligns with the objective of improving customer satisfaction. CSAT directly measures the degree of satisfaction customers feel with a service or product, usually gathered through post-interaction surveys asking customers to rate their experience. It provides clear insights into how satisfied customers are, which is directly linked to the company's goal of improving customer satisfaction.

References: [https://help.salesforce.com/articleView?id=sf.snapins\\_chat\\_overview.htm](https://help.salesforce.com/articleView?id=sf.snapins_chat_overview.htm)

#### NEW QUESTION # 57

Your customer focuses on cost efficiency. How can future functionality contribute to cost reduction?

- A. Implement automated case categorization and routing to optimize agent utilization.
- B. Offer self-service options and chatbots to deflect simple inquiries and reduce call volume.
- C. All of the above, promoting operational efficiency and minimizing unnecessary resource usage.
- D. Develop custom dashboards for detailed agent performance analysis and identify areas for improvement.

**Answer: C**

Explanation:

Future functionalities that contribute to cost reduction encompass developing custom dashboards for agent performance analysis, automating case categorization and routing, and offering self-service options along with chatbots. These strategies collectively enhance operational efficiency and reduce costs by optimizing resource utilization and deflecting routine inquiries, allowing agents to focus on more complex issues. Therefore, option "D. All of the above, promoting operational efficiency and minimizing unnecessary resource usage" encapsulates a holistic approach to reducing costs through technology.

Reference: Salesforce Automation with AI

#### NEW QUESTION # 58

The desired process of reassigning cases to a higher support tier when SLA timelines are breached.

Ursa Major Solar needs to protect customers' private information, such as social sty numbers, during phone interactions.

Which Service Cloud Voice feature should a consultant recommend to accomplish this?

- A. Pause/Resume Call Recording
- B. Hierarchical Sharing Settings on Calls
- C. Collaboration on Call Recordings

**Answer: A**

Explanation:

To protect customers' private information during phone interactions, especially for sensitive data like social security numbers, the Service Cloud Voice feature to recommend is Pause/Resume Call Recording. This feature allows agents to pause the recording when sensitive information is being discussed and resume it afterwards, ensuring compliance with privacy regulations and safeguarding customer data.

Reference: Salesforce Service Cloud Voice Features

#### NEW QUESTION # 59

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