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Salesforce Certified Business Analyst Exam Sample Questions (Q137-Q142):

NEW QUESTION # 137

Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to

collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

Stakeholder Role	Response
Expert Agent	Yes
Team Leader	Yes
Service Admin	No
Case Solver	Yes

What should the BA do?

- A. Cancel the workshop and reschedule it to a date when all stakeholders are available.
- B. Proceed with the workshop as scheduled with the stakeholders who are available.
- C. Hold a one-on-one diagram session with each stakeholder before the workshop.

Answer: A

Explanation:

Explanation

The best practice for conducting a live process mapping session is to have all stakeholders present and engaged. This ensures that the process is accurately captured and validated, and that any issues or gaps are identified and resolved. If some stakeholders are not available, the session may miss important information or perspectives, or create confusion or conflict later on. Therefore, the BA should cancel the workshop and reschedule it to a date when all stakeholders are available, or use other methods to elicit their input before or after the workshop. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-process-mapping/plan-and-facilitate->

NEW QUESTION # 138

Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):

Case Creation

- * Case Triage
- * Case Assignment
- * Case Management
- * Case Closure

Which key attributes should the BA look for when reviewing the process maps?

- A. Case sources, types, volumes, priorities, and reasons
- B. Audiences, scope, inputs, outputs, and resources
- C. Cost, timeline, risks, requirements, and opportunities

Answer: A

NEW QUESTION # 139

Sales leadership at 230Cloud Kicks (CK) is concerned about the limited adoption of Salesforce at the company. Salesforce implementation includes many custom pages. Multiple users have complained about waiting a long time for key functionality to display

- A. Monitor the Lightning Usage App.
- B. Enable Debug Logs.
- C. Run the Lightning page layout.

Answer: A

Explanation:

The business analyst should monitor the Lightning Usage App to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. The Lightning Usage App is a tool that tracks and reports on how users are engaging with Salesforce in Lightning Experience. The Lightning Usage App can help measure and improve user adoption by showing metrics such as daily and monthly active users, usage by browser and device type, usage by profile and permission set, feature adoption, performance, and feedback.

The business analyst should monitor the Lightning Usage App to identify trends, patterns, issues, or opportunities related to user

adoption and take actions accordingly. Running the Lightning page layout is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Running the Lightning page layout is a process that optimizes a page layout for Lightning Experience by removing unsupported components, adding supported components, and rearranging components based on best practices. Running the Lightning page layout can help improve user experience and satisfaction but does not measure or improve user adoption directly. Enabling Debug Logs is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Enabling Debug Logs is a process that captures information about database operations, system processes, and errors that occur when executing a transaction or running unit tests.

Enabling Debug Logs can help troubleshoot issues and errors but does not measure or improve user adoption directly. References: <https://trailhead.salesforce.com/en/content/learn/modules/lightning-experience-rollout/lightning-experience-rollo>

NEW QUESTION # 140

The business analyst (BA) at Northern Trail Outfitters is writing user stories for a Service Cloud implementation. In which order should the BA arrange the three components of a user story?

- A. As a <xyz>, I want <xyz>, so that <xyz>
- B. I want <xyz>, as a <xyz>, so that <xyz>
- C. I want <xyz>, so that <xyz>, for a <xyz>

Answer: A

Explanation:

This is the correct order for arranging the three components of a user story. The first component is "As a <xyz>", which specifies the role or persona of the user who will benefit from the user story. The second component is "I want <xyz>", which describes the goal or feature that the user wants to achieve or use. The third component is "so that <xyz>", which explains the reason or value behind the goal or feature for the user.

References: <https://trailhead.salesforce.com/content/learn/modules/user-story-creation/write-user-stories>

NEW QUESTION # 141

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

- A. Proves processes are out of date and require a new solution
- B. Compares processes against CK's closest competitors
- C. Shows tangible impact from changes to processes

Answer: C

Explanation:

Explanation

The best practice to establish benchmarks to evaluate existing processes is to show tangible impact from changes to processes. Benchmarks are quantifiable measures that can be used to compare current performance with desired performance or best practices. They can help CK evaluate how effective its sales processes are, identify gaps or opportunities for improvement, and measure the results or benefits of process changes.

Proving processes are out of date and require a new solution is not a best practice, but a potential outcome of benchmarking. Comparing processes against CK's closest competitors is not a best practice, but a possible source of benchmarking data.

References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-pro>

NEW QUESTION # 142

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