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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q20-Q25):

NEW QUESTION # 20

Which feature in Oracle Fusion Cloud CX Marketing helps in predicting customer behavior?

- A. Real-time campaign tracking.
- B. Social media integration.
- C. AI/ML-powered predictive analytics.
- D. Customer segmentation tools.

Answer: C

Explanation:

Oracle Fusion Cloud CX Marketing leverages advanced tools to anticipate customer actions, with AI/ML-powered predictive analytics being the feature that helps predict customer behavior.

How It Works: Uses machine learning to analyze historical data (e.g., purchases, interactions) and predict future actions (e.g., likelihood to buy).

Impact: Enables targeted campaigns and personalized offers, improving marketing effectiveness.

Option A (Segmentation): Groups customers but doesn't predict behavior.

Option C (Social Media): Enhances engagement, not prediction.

Option D (Tracking): Monitors performance, not future behavior.

Oracle Fusion Cloud CX Marketing documentation, like "Oracle AI for Fusion Applications," emphasizes predictive analytics for this purpose.

NEW QUESTION # 21

Which metric provides valuable insight about agent effectiveness in the Knowledge Gap to Deliver Resolution OMBP?

- A. Customer Churn Rate, which measures the number of customers leaving the product or service.
- **B. Correct Resolution Rate, which assesses the accuracy of the solutions provided to customers.**
- C. Resolution Time, which measures the duration taken to resolve a customer issue from the moment it is reported.

Answer: B

Explanation:

The Knowledge Gap to Deliver Resolution OMBP in Oracle Fusion Cloud CX Service focuses on agents using knowledge resources to resolve customer issues effectively. The Correct Resolution Rate is the metric that provides the most valuable insight into agent effectiveness.

It assesses the accuracy of solutions provided, directly reflecting how well agents leverage knowledge to address customer needs.

A high rate indicates agents are applying the right information, reducing escalations and rework, which are key to effectiveness.

Option A (Customer Churn Rate): Churn reflects customer retention, not agent-specific effectiveness.

Option C (Resolution Time): Time measures efficiency, but not necessarily the correctness or quality of resolutions.

Oracle Fusion Cloud CX Service documentation, such as "Fusion Service Questions and Answers," identifies Correct Resolution Rate as a core metric for evaluating agent performance in knowledge-driven resolutions.

NEW QUESTION # 22

Which KPI in the Opportunity to Quote OMBP is essential for gauging the speed and effectiveness of the quoting process?

- **A. Average Time to Quote Acceptance metric for evaluating the duration between quote delivery and customer acceptance.**
- B. Quote Volume metric for measuring the number of quotes generated.
- C. Win Rate metric for measuring the percentage of quotes resulting in closed deals.
- D. Average Deal Size metric for analyzing the monetary value of closed deals.

Answer: A

Explanation:

The Opportunity to Quote OMBP (Operational Management Business Process) in Oracle Fusion Cloud CX Sales focuses on streamlining the process from identifying an opportunity to delivering a quote to the customer. The key performance indicator (KPI) that best gauges both the speed and effectiveness of this process is the Average Time to Quote Acceptance. This metric measures the duration from when a quote is delivered to the customer to when it is accepted, providing direct insight into how efficiently and effectively the quoting process converts opportunities into actionable outcomes. Speed is critical in sales to maintain customer engagement, and effectiveness ensures the quote meets customer needs, leading to acceptance.

Option A (Quote Volume): While this metric tracks the number of quotes generated, it only reflects activity volume, not the speed or success of the quoting process.

Option C (Win Rate): This measures the percentage of quotes resulting in closed deals, which indicates effectiveness but does not directly address the speed of the process.

Option D (Average Deal Size): This focuses on the monetary value of deals, which is a downstream outcome rather than a direct measure of the quoting process itself.

According to Oracle Fusion Cloud CX Sales documentation, such as the "Oracle Fusion Cloud CX Analytics FAQs" and "Oracle Fusion Cloud Sales Performance" guides, the Average Time to Quote Acceptance is a critical KPI for assessing the efficiency of sales processes like Opportunity to Quote, aligning with business goals of reducing cycle times and improving customer responsiveness.

NEW QUESTION # 23

How can organizations maximize the benefits of the Capture Launch activity in the Lead to Opportunity OMBP to improve their sales pipeline?

- A. By relying on marketing automation tools to capture and qualify leads.
- B. By prioritizing leads based on the monetary value of potential deals.
- **C. By using a lead distribution strategy that assigns the optimal sales representative.**

Answer: C

Explanation:

The Lead to Opportunity OMBP in Oracle Fusion Cloud CX Sales focuses on converting leads into sales opportunities, with the Capture Launch activity initiating this process. Organizations can maximize benefits by using a lead distribution strategy that assigns the optimal sales representative.

Optimal Assignment: Matching leads to reps based on expertise, territory, or past performance increases the likelihood of successful conversions, improving pipeline quality.

This strategy leverages data-driven insights (e.g., from CRM analytics) to ensure the right rep handles the right lead, enhancing efficiency and outcomes.

Option A (Monetary Prioritization): Focusing solely on deal value may neglect smaller, high-potential leads, limiting pipeline growth.

Option B (Marketing Automation): Automation aids capture and qualification but doesn't address the critical handoff to sales reps, which is key in Capture Launch.

Oracle Fusion Cloud CX Sales documentation, like "Lead Management Guides," underscores intelligent lead distribution as a best practice for pipeline optimization.

NEW QUESTION # 24

What is the primary function of the Supplier Portal in Oracle Fusion Cloud CX?

- A. To automate the creation of supplier contracts.
- **B. To allow suppliers to manage purchase orders and invoices in real time.**
- C. To eliminate the need for supplier collaboration.
- D. To provide real-time analytics for supplier performance.

Answer: B

Explanation:

The Supplier Portal in Oracle Fusion Cloud CX (and SCM) facilitates supplier interactions. Its primary function is to allow suppliers to manage purchase orders and invoices in real time.

Capabilities: Suppliers can view, update, and submit purchase orders and invoices directly, improving efficiency and transparency.

Benefit: Streamlines procurement and payment processes.

Option A (Contracts): Contract creation is separate from portal functions.

Option B (No Collaboration): Enhances collaboration, not eliminates it.

Option C (Analytics): Analytics may be available but aren't the primary focus.

Oracle Fusion Cloud CX and SCM documentation, like "Supplier Portal Guides," supports this function.

NEW QUESTION # 25

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