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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	 Oracle Cloud Success Navigator and Oracle Cloud Quality Standards: This section of the exam measures the skills of Training and Learning Managers and focuses on optimizing cloud adoption. It explains the importance of Cloud Success Navigator and Cloud Quality Standards in ensuring smooth implementation and ongoing optimization of Oracle Cloud solutions. The section also describes how OMBPs are embedded within Oracle Cloud and applied with Starter Configuration to create an efficient and scalable cloud environment.

Topic 2	OMBPs for CX Marketing: This section of the exam measures the skills of Training and Learning Managers and focuses on how OMBPs enhance CX Marketing processes. It explains the flow from audience generation to opportunity creation, ensuring targeted marketing efforts lead to successful conversions. Design considerations and important takeaways for implementing CX Marketing OMBPs are covered, helping organizations optimize marketing strategies. The section also describes key metrics that assess the success of CX Marketing OMBPs, ensuring effectiveness in execution and performance evaluation.
Topic 3	OMBPs for CX Sales Performance Management: This section of the exam measures the skills of Training and Learning Managers and covers sales performance management using OMBPs. It explains the process from designing a compensation plan to making participant payments, ensuring sales teams are effectively rewarded. The section highlights key considerations and takeaways for implementing CX Sales Performance OMBPs to optimize incentive structures. Furthermore, the key metrics used to measure the success of these OMBPs are described, helping organizations track and refine their compensation strategies.
Topic 4	 Oracle Cloud Applications and Oracle Modern Best Practice (OMBP): This section of the exam measures the skills of OGL Administrators and covers the offerings and capabilities of Oracle Cloud Applications. It explains how Oracle Cloud solutions help businesses streamline operations, enhance customer experience, and improve decision-making. The key features of the Oracle CX suite are outlined, providing insight into its role in customer engagement. Additionally, it explains how data flows between various CX Modern Best Practices (OMBPs) to ensure seamless integration and operational efficiency.

Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q26-Q31):

NEW QUESTION #26

What is the primary function of Cost Rollup in Oracle Fusion Cloud SCM?

- A. To ensure material costs remain unchanged over time.
- B. To eliminate the need for cost accounting.
- C. To track only direct labor expenses, excluding materials.
- D. To calculate the total cost of a product by aggregating material, labor, and overhead expenses.

Answer: D

Explanation:

Cost Rollup in Oracle Fusion Cloud SCM is a critical costing process. Its primary function is to calculate the total cost of a product by aggregating material, labor, and overhead expenses.

Process: Combines direct costs (materials, labor) and indirect costs (overhead) from production data to determine a product's full cost.

Purpose: Provides a comprehensive cost view for pricing, profitability, and financial reporting.

Option A (No Accounting): Enhances, not eliminates, cost accounting.

Option B (Labor Only): Excludes key components like materials and overhead.

Option D (Static Costs): Costs vary; rollup reflects current data.

Oracle Fusion Cloud SCM documentation, such as "Cost Management Guides," confirms this function.

NEW QUESTION #27

What is the role of Intelligent Document Recognition (IDR) in Oracle Fusion Cloud CX?

- A. To automate the extraction of data from documents for faster processing.
- B. To provide real-time customer insights.
- C. To manage customer interactions on social media.
- D. To generate marketing campaign content.

Answer: A

Explanation:

Intelligent Document Recognition (IDR) in Oracle Fusion Cloud CX leverages AI to streamline document-related processes. Its primary role is to automate the extraction of data from documents for faster processing.

How It Works: IDR uses machine learning to scan and interpret unstructured documents (e.g., invoices, contracts), extracting key data (e.g., names, dates, amounts) without manual input.

Benefit: This accelerates workflows like order processing or customer onboarding, improving operational efficiency and reducing errors.

CX Context: In CX, it supports service and sales by quickly integrating document data into customer records.

Option A (Campaign Content): IDR doesn't create content; it processes existing documents.

Option B (Customer Insights): Insights may be a byproduct, but it's not the primary role.

Option D (Social Media): IDR is unrelated to social media management.

Oracle Fusion Cloud CX documentation, such as "Oracle AI for Fusion Applications," highlights IDR's automation capabilities.

NEW QUESTION #28

Which strategy aligns with the Campaign Execution to Opportunity OMBP to maximize its effectiveness?

- A. Personalize campaign content and offers based on customer segments, ensuring a tailored and engaging customer experience.
- B. Implement a one-size-fits-all campaign approach, sending general messages to all customers.
- C. Conduct campaigns with moving goals or targets, providing multiple methods for measuring success.
- D. Focus on a marketing campaign that emphasizes email as the customers' primary preferred platform.

Answer: A

Explanation:

The Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on converting campaign efforts into sales opportunities. The strategy that maximizes effectiveness is to personalize campaign content and offers based on customer segments, ensuring a tailored and engaging customer experience.

Personalization: Tailoring content to specific segments (e.g., by industry, behavior, or demographics) increases relevance, engagement, and conversion rates.

This approach leverages CRM data and analytics to target the right customers with the right offers, driving opportunity creation. Option B (One-Size-Fits-All): Generic campaigns lack relevance, reducing effectiveness.

Option C (Email Focus): Limiting to one channel ignores customer preferences and omnichannel opportunities.

Option D (Moving Goals): Inconsistent targets confuse focus and dilute measurable success.

Oracle Fusion CX Marketing documentation, such as "Campaign Management Guides," emphasizes personalization as a cornerstone of effective campaign execution.

NEW QUESTION #29

Which approach helps measure the success of the Knowledge Gap to Solution OMBP in Oracle Cloud Fusion CX Service?

- A. Counting the number of new knowledge-base articles created.
- B. Measuring the time taken by service agents to respond to customer inquiries.
- C. Analyzing average case resolution time, knowledge article accuracy, and customer satisfaction ratings.
- D. Relying on service agent feedback on the OMBP's usefulness.

Answer: C

Explanation:

The Knowledge Gap to Solution OMBP in Oracle Fusion Cloud CX Service aims to bridge gaps in agent knowledge by leveraging knowledge articles to resolve customer issues efficiently. Success in this process is best measured holistically by analyzing average case resolution time, knowledge article accuracy, and customer satisfaction ratings.

Average Case Resolution Time reflects how quickly issues are resolved, indicating the efficiency of knowledge application.

Knowledge Article Accuracy ensures the solutions provided are correct and effective, reducing rework or escalations.

Customer Satisfaction Ratings provide direct feedback on whether the resolution met customer expectations, tying the process to service quality.

Option B (Counting Articles): While creating new articles is part of maintaining a knowledge base, it doesn't measure how effectively those articles resolve issues.

Option C (Agent Response Time): This focuses narrowly on initial response speed, not the overall resolution success.

Option D (Agent Feedback): Subjective feedback from agents is valuable but lacks the quantitative and customer-centric focus needed for a comprehensive success metric.

Oracle Fusion Cloud CX Service documentation, including the "Fusion Service Questions and Answers" and "Service Center" guides, emphasizes these combined metrics as key indicators of knowledge management effectiveness, aligning with Oracle's focus on delivering consistent, accurate, and timely resolutions.

NEW QUESTION #30

What is the purpose of the Customer Contact to Resolution OMBP in Oracle Fusion Cloud CX Service?

- A. To focus on agent training without resolving customer issues.
- B. To eliminate the need for customer support.
- C. To automate customer inquiries and reduce agent interaction.
- D. To provide agents with real-time customer context and AI-powered tools.

Answer: D

Explanation:

The Customer Contact to Resolution OMBP in Oracle Fusion Cloud CX Service streamlines issue resolution. Its purpose is to provide agents with real-time customer context and AI-powered tools.

Real-time Context: Delivers customer history and issue details for informed responses.

AI-Powered Tools: Includes knowledge search and predictive suggestions, enhancing resolution speed and quality.

Outcome: Boosts agent efficiency and customer satisfaction.

Option A (No Support): Contradicts the OMBP's service focus.

Option B (Training): Training alone doesn't address resolution.

Option D (Automation): Focuses on agent assistance, not full automation.

Oracle Fusion Cloud CX Service documentation, such as "Service Center Guides," supports this purpose.

NEW QUESTION #31

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