1. Universal containers is having trouble with adoption of its knowledge base. Customers have reported difficulty location they need. The following facts are known:

• Data categories are used to indicate which contact center and business unit authored the article.

• Articles have drastically different types of content mixed together (e.g. FAQ, product manuals and install guides).

• Agents are not consistency completing all article fields. What should the consultant recommend as a first step in improving the usability of the knowledge base?

*Create article types for each content type and implement an approval process.*

1. What are some uses of www.trust.salesforce.com in business continuity planning? Choose 3 answers

*To provide information regarding planned maintenance*

*To provide online security threat information*

*To provide live and historical data on system performance*

1. Universal containers&apos; agents often need to access the same cases, contacts, and orders multiple times per day.

*Enable the “Most Recently” component within the salesforce console for service.*

1. Universal Containers wants to implement knowledge to assist with the resolution of cases.

What should a consultant recommend to meet this requirement? Choose 3 answers

*Enable suggested articles on new cases.   
Enable article submission during case close.   
Create an email template to send articles as PDF attachments.*

1. Universal Containers is implementing the Salesforce Service Cloud. The company needs to reduce the total case volume and the average amount of time spent by agents on cases.  
   Which solution would meet these requirements?

*Publish knowledge articles to the Service Cloud portal; enable the attachment of articles upon case closure*

1. UC is creating an inbound customer support contact center to handle questions about using its products. What should be considered when designing the contact center?

*Automatic call distributor and interactive voice response*

1. Universal Containers, a new Salesforce customer, needs its millions of consumers to have public access to Knowledge on its corporate website. The consumers also need the ability to login to create, update, and read historical cases.

*Sites and Customer Communities*

1. What is a common deflection technique to reduce the number of interactions for a contact center? Choose 2 answers.

Suggest articles for a web-to-case question

Suggest articles for an email-to-case question

1. UC wants to implement a Knowledge management process with the following requirements:   
     
   It must contain four different kinds of content: customer FAQs, product specifications, contact center procedures, and product manuals.   
   It must provide the ability to filter Knowledge search results by a single product, multiple products, or all 56 products.   
   Any product-related content created by contact center agents must be approved by the contact center manager and the Knowledge manager before being published.   
   Product content should only be visible internally to contact center agents who handle the product.

*Define approval processes for each article type*

*Configure data category values for each product*

*Configure article types for each kind of content*

1. Universal Containers' support team requires its customers to submit their support inquiries via free form email (Outlook, Gmail, Yahoo, etc). Additional requirements are listed below:  
   l Support attachments up to 20 MB per inquiry  
   l Over 10,000 inquiries per day  
   Which solution should a consultant recommend to meet these requirements?

*Email-to-Case*

1. What is a characteristic of Visual Workflow?

*Only one version of a flow can be activated at a time*

*Apex code must be used to update fields in the database*

*Elements can be used to update fields in the database*

1. Universal container& apos; customers are encouraged to submit cases when they find errors or omissions in product documentation. The information is captured on a case with the &apos; Errata&apos; record type. The Technical Writing Manager would like to send an email to the customer that includes details of the correction process.

*Create an auto-response rule that sends an email message to the case contact when a case with the “Errata” record type is created.*

1. UC must provide contact center agents with access to a customer's payment history if the call concerns a billing problem. The following considerations need to be taken into account: Billing problems account for less than 5% of the calls. Billing data is stored in an external system containing over 20 million records. Agents do not want to maintain separate login sessions for Salesforce and the billing system. What solution should a consultant recommend?

*Create a Visualforce page that retrieves payment information via a Web Service call-out*

1. Universal Containers is launching a full line of new products and Service Cloud should support the following requirements:  
   - Agents need to collaborate with other teams  
   - The product development team needs to be alerted on high-priority cases for specific products  
   Which solution will meet these requirements

*Use workflow rules for notifications and case teams to monitor cases*

1. Universal Containers has millions of customers in Salesforce, but only a very small percentage have opened support cases in the past. Recently, Universal Containers has implemented a Service Cloud portal and plans to allow customers to be authenticated users to increase self-service rates.Which method should be used to enable the customers on the portal? (Choose 2)

*Have agents provide customers with community registration instructions when working a case*

*Identify active customers and send them registration instructions via email.*

1. What metrics should a contact center manager consider to measure adoption of Salesforce Knowledge? (Choose 2)

*Number of articles created by agent  
Number of articles attached to a case*

1. Universal Containers is developing its strategy for supporting their customers on social media sites. The company’s requirements include the ability to:  
   - Monitor Facebook fan page for new posts and comments from customer  
   - Link new post and comments to an existing customer record  
   - Respond to posts from the existing Salesforce Console for Service  
   - Create and link social personas to contacts  
   What should a consultant recommend to meet these requirements?

*Enable Social Customer Service*

1. Universal Containers wants to implement a new web presence to support its customers. It has provided the following requirements: 1. Ability for visitors to search knowledge articles without registering or logging in. 2. Ability for over one million registered customers to securely submit cases and view the status of those cases. 3. Ability for registered customers to save favorite knowledge articles for easy access later. What should the consultant recommend as part of the solution?

*Implement customer communities with knowledge.*

1. Universal Containers has a three-tiered contact center. Cases are routed to Tier 1 or Tier 2 based on severity, priority, complexity, or SLAs. Cases are assigned to Tier 3 only if they are escalated by Tier 1 and Tier 2.How can Universal Containers measure case escalation?

*Create a case report to show all cases across tiers filtered by an escalation flag.*

1. What support strategy will enable an organization to improve its overall capacity for handling customer support inquiries without increasing the number of call center agents?

*Knowledge-centered support*

1. The UC support center management team would like to leverage Salesforce functionality to improve collaboration on cases. What should a consultant recommend to meet this requirement?

*Create case teams and introduce swarming to resolve cases*

*Enable and use Chatter feed tracking in the case object*

1. [Support engineers need to see a complete chronological list of field edits to a case, associated emails, case comments, and field edits to related objects in a single view while working on a case. How should this requirement be met?](http://www.proprofs.com/discuss/q/148951/support-engineers-need-complete-chronological-list-field-edi)

*Create a custom related list on the case*

1. *Universal containers is implementing the salesforce console for service.*

*Indicates when records and lists are changed by others*

*Display records and their related items as tabs on one screen*

1. Universal container wants to measure the efficiency of its contact center.

*Number of open cases per day.*

*Number of cases escalated.*

*Average number of days to close cases.*

1. What are the basic concepts of Knowledge-Centered Support (KCS)? Choose 2 answers.

*Rewarding learning, collaboration, sharing, and improving*

*Creating content as a result of solving issues*

1. Universal containers has implemented a public knowledge base using salesforce knowledge and the service manager must approve the articles before publication. Articles have a custom “Status” picklist and an approval process has been defined such that articles may enter when their status is set to “Awaiting Approval”. The service manager would like to automate submission for approval based on the status value.

*Create an Apex trigger to automatically submit article with a status changed to “Awaiting Approval” to an approval process.*

1. Universal containers has recently implemented a customer community to allow its customers to create and update their cases online.

*A sharing rule to ensure record access is granted based on the customer community user role hierarchy*

1. A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system. Which metric can be used to assess the success of the new workforce management system? Choose 2 answers.

*Agent utilization  
Schedule adherence*

1. UC has completed development and testing of its Service Cloud implementation and plans to migrate functionality from the sandbox environment to the production environment. What should be used for migration functionality?

*Force.com migration tool, Force.com IDE, and change sets*

1. A customer is planning a Service Cloud implementation. The customer's current database has the following number of records:  
   - 10 million cases

- 1 million accounts

- 3 million contacts

When planning to migrate this data into Salesforce, what implications should be considered? (Choose 2)

*Salesforce reporting speed may be affected*

*Result may be slow when searching for records*

1. Which step should a consultant take to import articles into Salesforce Knowledge? (Choose 2)

*Map articles with HTML sections to rich text area fields*

*Create a separate .csv for each article type*

1. A contact center agent wants to leverage subject matter experts (SMEs) on Chatter to resolve a complex issue for a customer. What is the recommended solution to increase the involvement of SMEs and track the case to completion in Chatter?

*@mention the SMEs on the case Chatter feed and follow the case*

1. Universal Containers is experiencing system timeouts when running case reports.  
   What should a consultant recommend to improve the performance of the reports?  
   Choose 2 answers

*Remove unnecessary columns form the reports.  
Remove formula fields from filter criteria.*

1. What is the primary function of a private branch exchange(PBX)

To receive multiple calls at one time

1. Universal Containers&apos; support manager wants to share product-specific information with their customers using communities.

*Assign Article types to the community*

*Publish Articles to external channels*

*Enable Article deliveries*

1. Universal Containers is using the Salesforce Console for Service for managing cases. They would like to add the Salesforce to enable click-to-dial capability.

*Assign the correct Salesforce users to the Call Center.*

*Create a SoftPhone layout and assign to user profiles.*

*Install an adapter from AppExchange to work with third-party CTI systems.*

1. Universal Containers wants to deploy the Service Cloud to its contact centers located across North America, Europe, and Asia. The company would like standardized contact center processes and reporting implemented in its centers worldwide. Which approach should a consultant recommend in this scenario?

*Assign a global team of experienced agents and leaders to create a common design template and report structure.*

1. Universal Containers is implementing an entitlement process in its contact center to gain better visibility into how well the company is delivering on customer service level agreements (SLAs).

*To represent metrics such as first-response and resolution time on cases.*

*To display whether a case response complies with a customer service level agreement*

1. the lifecycle of a knowledge article consists of five stages

*Create, approve, publish, consume, feedback*

1. What is the capability of Case Feed?

*Add custom visualforce pages to the case feed page layout.*

1. Universal Containers is setting up a field service dispatch contact center.Which functionality should be considered when designing the contact center? (Choose 2)

*Mobile access to case information   
Visibility into service entitlements*

1. [Universal Containers is initiating a program to improve customer satisfaction. As part of the program, customers must be surveyed after the case is closed to ensure the customer is satisfied and the issue has been resolved.What solution should a consultant recommend to meet this requirement?](http://www.proprofs.com/discuss/q/213975/universal-containers-initiating-program-improve-customer-sat)

*Use workflow rules to send an email to the customer*

1. A contact center manager is looking for ways to reduce overall cost per case. What Salesforce metric should the contact center manager evaluate? Choose 2 answers.

*Average number of activities per case*

*Average number of articles attached to a case*

1. The support manager wants information on the knowledge base searches conducted by customers and call center agents. Which metric would be most useful to identify knowledge article effectiveness? Choose 2 answers.

*Knowledge search query with no results   
Knowledge articles with the lowest rating*

1. Universal Containers had created an FAQ Article Type. A contact center manager needs to restrict who can create an FAQ Article Type within Knowledge. What should a consultant recommend to accomplish this requirement? Choose 2 answers.

*Enable the Manage Articles permission for the publisher profile and assign it to users*

*Create a publisher profile that includes create access on the FAQ article type*

1. UC has discovered that the average time an agent takes to resolve a case has increased. What should a consultant recommend to help reverse this trend? Choose 2 answers.

*Configure entitlements and milestones to enforce SLAs*

*Improve the training provided to existing agents*

1. UC would like to enable customers to request information on the company website by completing a form. They would also like to avoid receiving spam via web forms.

*Select a default response template to automatically notify customers that their case is created*

*Utilize CAPTCHA to ensure only valid customer web submissions are received.*

1. UC needs to set up a customer community to provide customers with a self-service option for support.

*Allow customers to search a knowledge base*

*Allow customers to customize their user interface*

1. Suppose agents need to verify that customers are eligible to receive customer support before they can update the case.  
   What object is used to verify that a customer is entitled to receive support?  
   Choose 2 answers

*Products  
Service contracts*

1. Universal Health supports medical kits that have been distributed to thousands of hospitals. Hospitals can request future credit by providing the kit usage information by patient. The regional processing team reviews these requests and awards coupons for approved cases. What should a consultant recommend to manage this process using Service Cloud?

*Use cases to track the credit requests and route them to regional teams using assignment rules*

1. UC is concerned with system performance in its contact center because the number of records has exceeded 40 million. What platform functionality might be affected by the number of contact records?

*Contact report run time*

1. What is a benefit of deploying Knowledge in a high-volume Service Cloud portal? Choose 2 answers.

*Reducing incoming call volume*

*Uncovers gaps in the knowledge base*

1. Universal Containers has recently implemented Live Agent and is looking for recommendations on how to improve agents' productivity while chatting with customers.What should the consultant recommend to meet this requirement? Choose 3 answers.

*Configure quick text options to include text quickly.*

*Use chat preview to allow agents to prepare before the chat.*

*Enable whisper chat allowing other agents to help*

1. An existing Salesforce customer is considering implementing a Service Cloud portal has millions of users and plans to evaluate a high-volume customer portal. What is a key consideration when configuring a Service Cloud portal?

*Users are NOT associated with a role in the hierarchy*

1. When planning the migration of an existing knowledge base into Salesforce Knowledge, what factors should be considered in selecting which articles to migrate?

*Last modified date and frequent search terms*

1. What can universal containers do to reduce costs and immediately improve contact center agent productivity?

*Enable templates for written responses*

*Streamline the agent interface.*

1. Which method can be used to route cases from social channels?

*Enable social profile and add assignment rules to the case object.*

1. Universal Containers wants to shorten the average call time in its contact centers by prompting the customers to enter customer number and identify their order and product information when they call for support. After providing this information, the customer should then have the option to speak a support agent if they still need help.Which system will help Universal Containers meet this requirement?

*Interactive Voice Response*

1. Which statements are true regarding a prebuilt Salesforce computer telephony integration (CTI) adapter for different telephony systems?   
   (Choose 2)

*It is an intermediary between a telephony system and a Salesforce CRM call center user  
It utilizes the SoftPhone capability from within the Salesforce application*

1. UC has a large volume of cases that have been open for more than 3 months. The contact center manager does not know the cause since all of their cases should be easily resolved with 7 days.

*Implement an escalation rule to reassign cases older than 7 days to a closure team.*

*Use a case status history report to see cases that have been closed and re-opened.*

*Implement a time-based email reminder to the case owner if a case has been open for longer than 7 days.*

1. Universal containers assigns its contact center agents to certain interaction channels and would like to optimize based on their assigned interaction channels.

What should a consultant recommend to meet this requirement?

*Create multiple Salesforce console service applications and configure them based on the user's requirements.*

1. A contact centre was unable to assign cases by case type before service was implemented, the director support needs to know which metrics to examine to determine whether the newly set up assignment rules are assigning a similar number of cases to each agent. Which metric should be recommended? Choose 2 answers

*Number of cases created sorted by order*

*Number of cases by type by owner*

1. Universal Containers is experiencing system timeouts when running case reports.  
   What should a consultant recommend to improve the performance of the reports?  
   Choose 2 answers

*Remove unnecessary columns form the reports.  
Remove formula fields from filter criteria.*

1. Universal Containers is developing a business continuity plan for their contact centers.

*Recovery point objective  
Criteria for plan activation*

1. Universal containers uses social media to monitor new trends and issues that require a response by their community team. What solution should a consultant recommend to automate the creation of customer contacts and cases from universal containers social channels when negative product sentiment is expressed?

*Configure Salesforce social hub workflow for negative sentiments that automatically creates a contact and a case*

1. Universal containers customer support management wants to provide proactive communication to customers who likely to provide low customers satisfaction (CSAT) scores. What customer-related metric should the customer support management analyse?

*Escalated cases by account month to date.*

*High priority cases opened by account month to date.*

1. Using standard case management capabilities, what can be emailed to a customer as a PDF attachment?

*Knowledge articles attached to the case*

1. Universal Containers will be launching a telesales contact center.

Performance for high volume of interactions

Integration with Lead Generation team and apps

1. A customer has recently implemented an on-premise telephone system that is common in the industry. This customer recently purchased salesforce licenses and is planning to integrate these two systems

*Use a computer telephone integration (CTI) adapter that supports its telephony system.*

1. Universal containers wants to provide its resellers a secure portal where they can: submit and track status of their cases, manage their customer accounts, view reports and dashboards to meet these requirements. Which solution should the consultant recommend?

*Partner Community*

1. A consultant is working on a Service Cloud implementation with a fixed-budget and timeline. The analysis phase of the project has just been completed. Additional requirements were discovered that will result in the project exceeding timeline and budget constraints. What is the first step the consultant should take to address the issue?

*Document the requirements gap and communicate development options to the project team*

1. [Universal Containers has basic field service requirements and has not yet deployed the Service Cloud. The company would like to automatically create a field service dispatch record and assign it to a queue when specific case criteria are selected by an agent working the case. Which solution will create and route the field service dispatch record when the case is saved?](http://www.proprofs.com/discuss/q/178855/universal-containers-basic-field-service-requirements-deploy)

*Use an Apex trigger*

1. Universal containers have a service level agreement (SLA) with customers that requires an agent to take ownership of incoming cases within two hours of case creation. Which solution would help universal containers meet its SLA?

*Assign case to queues and use escalations rules to escalate cases that have NOT been accepted by an agent*

1. UC is in the process of setting up a business-to-business (B2B) portal. The company needs to give customers access to service level agreements (SLA) via the portal. Which solution is recommended to accomplish this requirement?

*Service contracts*

1. Universal containers is using the salesforce console for service for managing cases. They would like to add the salesforce to enable click-to-dial capability. What needs to be configured for the softphone to work in salesforce? choose 3 answers:

*Assign the correct salesforce users to the call center.   
Install an adapter from AppExchange to work with third-party CTI systems.   
Create a softphone layout and assign to user profiles*

1. Which step should a consultant take to import articles into Salesforce Knowledge? Choose 2 answers.

*Map articles with HTML sections to rich text area fields*

*Create a separate .csv file for each article type*

1. Universal containers has implemented service cloud in their call center and would like to integrate it with their existing telephone system. All members of staff use a standard build for desktop computers and the IT department has indicated that they a produce a custom desktop build for the call center staff. Which solution should a consultant recommend?

*Implement an adapter built on open CTI*

1. Universal Containers staffs its contact centers to allow for up to 20% of the total case volume to be escalated. The contact center would like to measure case escalation rate to staff to ensure sufficient training for Tier 1 agents.What solution should a consultant recommend to meet this requirement?

*Create a dashboard report to display and compare escalated cases against non-escalated cases.*

1. Customers can contact Universal Appliances to report problems with their appliances within 30 days of delivery. Support a quick-view-only access to an external database that stores over 100,000 known product bugs logged by the product engineers.

*Display product bug data in Salesforce via Visualforce page.*

*Use SOAP API to integrate the external database with Salesforce.*

1. Universal Containers support team requires its customers to submit their support inquiries via free form email (Outlook etc). Additional requirements are listed below:   
   - Support attachments up to 30 MB per inquiry  
   - Over 10,000 inquiries per day  
   Which solution should a consultant recommend to meet these requirements?

*On-Demand Email-to-Case*

1. The vice president (VP) of customer support for Universal Containers has issued a mission statement that “We will empower our customers to interact with us in the way of their choosing”. Universal Containers has recently deployed a new toll free interactive voice response (IVR) system and Knowledge base. The VP has asked management team to make additional system enhancements to fulfil the mission statement. What should the consultant recommend to achieve the mission statement? Choose 3 answers

*Create a central “contact us” page which provides access to the available channels.*

*Enable customers to be emailed FAQs by accessing the interactive voice response 24 per day.*

*Optimize the customer community for mobile devices to have access to same support as desktops.*

1. Universal Containers support manager wants to share product-specific information with their customer Communities. What should a consultant recommend to meet this requirement?

*Assign Article types to the community*

*Enable public Solutions*

*Publish Article to external channels*

1. Universal Containers would like to provide their contact center agents with a map image of their customers’ location based on the Shipping Address of their Account Record.  
   What should a consultant recommend as part of the solution?

*A mashup integration on the Account page to a third-party mapping service*

1. The Universal Containers support center management team would like to leverage Salesforce functionality to improve collaboration on cases.  
   What should a consultant recommend to meet this requirement? (Choose 2)

*Create case teams and introduce swarming to resolve cases.*

*Enable and use Chatter feed tracking on the case object.*

1. UC is implementing Salesforce Knowledge and immediately wants to begin building a repository of frequently asked questions (FAQ) encountered by contact center agents. How can this be accomplished?

*Create an FAQ article type and enable the submit articles feature on the case close page layout*

1. Universal Containers would like for articles to be suggested to agents based on information they are typing into the case.

*Create a Salesforce Console for Service and enable the Knowledge sidebar on the case page layout*

1. [Which solution can be used to improve call deflection? Choose 3](http://www.proprofs.com/discuss/q/226967/which-solution-can-be-used-to-improve-call-deflection-choose)

*Knowledge base*

*Community forum*

*Web chat*

1. To manage the publishing lifecycle for articles in Salesforce Knowledge, the contact center director wants to provide article with various publishing capabilities.

*Assign article managers to public groups and specific article actions to each group.*

1. UC wants to assign support agents to handle only specific interaction channels based on one of the following channel groupings: Phone, Phone and Email, Social Media (Facebook and Twitter). What should a consultant recommend to accomplish this? Choose 2 answers.

*Create an agent profile for each channel grouping   
Create a unique case page layout for each channel grouping*

1. The universal containers&apos;s customer support organization has implemented knowledge Centered support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should.

*Create a dashboard that includes articles submitted by agents and approved for publication.*

*Measure and reward agents based on the number of new articles submitted for approval.*

1. Universal Containers has millions of customers in Salesforce, but only a very small percentage have opened support cases in the past. Recently, Universal Containers has implemented a Service Cloud portal and plans to allow customers to be authenticated users to increase self-service rates. Which method should be used to enable the customers on the portal? (Choose 2):

*Have agents provide customers with Community registration instructions when working a case*

*Identify active customers and send them registration instructions via email.*

1. Uc&apos; contact center has experienced an increased an number of customer questions due to a growing product portfolio.

What solution should a consultant recommend to minimize the need to hire more agents?

*Community*

*Chatter Answers*

1. UC had created an FAQ Article Type. A contact center manager needs to restrict who can create these article within Knowledge.

What should a consultant recommend to accomplish this requirement?

*Create a publisher profile that includes create access on the FAQ article type.*

*Enable the Manager Article permission for the publisher profile and assign it to users.*

1. [Universal Containers requires that users have the ability to view specific cases, as determined by the product type field on the case. An email should be sent to the users when a case to which they have access is created or closed.What should a consultant recommend to meet these requirements? (Choose 2)](http://www.proprofs.com/discuss/q/149572/universal-containers-requires-users-ability-specific-cases-d)

*Case team*

*Workflow rules*

1. Universal Containers has four internal divisions that use Salesforce Knowledge.Compliance requirements indicate each division should have access to its own articles when performing a search. What solution should a consultant recommend to meet this requirement?

*Create a single data category group for each division and provide access using the role hierarchy*

1. UC's customer service technicians need to access the following information while at a customer site to complete the service call:

Customer order history,

Level of contracted support,

List of replaceable parts.

What system can Salesforce integrate with to retrieve this information and make it available to technicians in the field?

*An enterprise resource planning system*

1. UC has activated Email-to-Case functionality to allow customers to correspond with support agents via email. Which options are available with Email-to-Case? Choose 2 answers.

*Follow-up emails and attachments related to a case are attached to the case*

*Assignment, escalation, and workflow rules are processed on inbound emails*

1. [The cost of service for Universal Containers&apos; contact centers has steadily increased. What solution should a consultant recommend to help reduce the cost of service? (Choose 2)](http://www.proprofs.com/discuss/q/205137/service-universal-containers-contact-centers-steadily-increa)

*Create auto-response templates for Emails.*

*Enable knowledge in communities.*

1. Universal Electric initiates cases based on electronic transmissions from power units. The case management process is as follows:   
   A work order is submitted to a field service team to perform a technical review.  
   After the technical review is closed, an agent needs to contact the customer to review the activities.  
   Cases can only be closed after the customer review has been completed.  
   Universal Electric needs to determine whether the work orders and customer contacts should be stored as child cases or on a related custom object.

What should the consultant consider to meet these requirements?  
Choose 3 answers

*Case closure rules on the original case*

*Visibility and access to the work order records*

*Account team relationship to the primary contact*

1. [UC wants to display a list of open cases, data from an external system, and Knowledge articles in one view in Salesforce. What should a consultant recommend to meet this requirement?](http://www.proprofs.com/discuss/q/240076/wants-display-list-open-cases-data-from-external-system-and-)

*Configure the Service Cloud console, add Visualforce components, and activate the Knowledge sidebar*

1. UC has a policy that requires all email traffic to remain within its firewall. Currently, the company has 200 support agents handling email from five different time zones on its legacy system.

*Email-to-Case*

1. At Universal Containers, a support agent dedicated to one customer regularly handles complex integration-related cases. To resolve these cases, the agent collaborates with Universal Containers' product development team and the client's systems integration team.  
   What should the consultant recommend to expedite the handling of these cases?

*Create a private Chatter group with customers and invite key individuals to join the group.*

1. Universal Containers has determined that case list views are slow to load because of the large number of cases in system.  
   Which action will improve the performance of the list views?

*Reduce the number of fields displayed  
Filter the views by case owner*

1. Universal containers is migrating from a legacy system to the service cloud. The company currently tracks entitlements as service-level agreements in its legacy system. The legacy system will be archived and unavailable after go-live. Agents will need easy access case information for the last one year.

*Migrate open and closed cases with milestones and entitlements.*

1. UC is creating an inbound customer support contact center to handle questions about using its products.

*Average handling time and first call resolution time.*

1. The Universal Containers contact center offers support via email, the Internet, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management.  
   What report should the contact center manager present to executive management?

*Number of cases closed by a self-service user*

*Number of cases created using portal*

1. The contact center manager at UC is concerned that the first call resolution rate for their team is too low and would like to see improvement in this metric. What should a consultant recommend to improve this metric?

*Skills-based routing*

1. [A contact center manager wants to measure the impact of a new customer case program. What can be used to measure an increase in customer satisfaction? Choose2](http://www.proprofs.com/discuss/q/183204/contact-center-manager-wants-measure-impact-customer-program)

*Customer satisfaction survey.*

*Average handle time.*

1. Universal containers purchased knowledge and would like to implement it as soon possible.

*Activate the knowledge one within the salesforce console for service.*

1. UC has two customer service contact centers and each focuses on a specific product line. Each contact center has a varying call volume, contributing to a high operational cost for the company. UC wants to optimize the cost without compromising customer satisfaction. What can a consultant recommend to accomplish these objectives? Choose 2 answers.

*Cross-train agents on both product lines*

*Implement a customer Community*

1. What process is use case for visual workflow?

*Cross-sell promotions for representative*

*Decision-based troubleshooting for representative*

*Field validation during case creation*

1. UC wants to provide its 5 million customers a solution where they can:

Submit inquiries

Monitor the status of those inquiries

View their contact information

*Customer community*

1. UC wants to ensure the contracted service level requirements for its clients are being met.

*Entitlement processes, contract line items, milestones, and entitlements*

1. A customer calls the service desk at Universal Containers. The agent assigned to the call creates a case to capture the issue, but later realizes the caller is not eligible for support. What solution should a consultant recommend to prevent this scenario from happening in the future?

*Add the entitlements related list to contact records*

1. Universal Containers is using the Service Cloud in its contact center. The contact center manager wants to deploy Chatter Answers.  
   What should a consultant recommend to integrate Chatter Answers into its Service Cloud implementation?  
   Choose 2 answers

*Allow administrators and trusted community members to escalate questions to cases.*

*Create draft Knowledge articles from replies using the promote to article button.*

1. UCs is implementing Salesforce Knowledge at its contact center. The contact center has a dedicated support team for each product that it supports. Contact center agents should only be able to view articles for the product they support. What solution should a consultant recommend to meet this requirement?

*Assign team-based role to the associated product data category value.*

1. When planning for the migration of an existing knowledge base into Salesforce Knowledge, what factors are considered which articles to migrate?

*Last modified date and number of recent article views*

1. Universal Containers wants to create a process to verify that customers are eligible for support before a case is creates. A consultant recommends using entitlement management to meet this requirement.  
   Which benefit would be realized by using the entitlement management feature?

*Ability to specify unique service levels for each customer  
Ability to enforce service levels with time-dependent processes*

1. UC is considering a knowledge-centered support (KCS) implementation.

*Optimized use of resources*

*Increased call routing accuracy*

*Reduced issue resolution time*

1. Universal Containers is developing its strategy for supporting their customers on social media sites. The company's requirements include the ability to:

.Monitor Facebook fan page for new posts and comments from customers

.Link new post and comments to an existing customer record

.Respond to posts from the existing Salesforce Console for Service

.Create and link social personas to contacts.

What should a consultant recommend to meet these requirement?

*Enable Salesforce social profile on contacts.*

1. Which task should be included in a business continuity plan for a contact center? (There are three correct answers.)
2. Route cases to agents in an alternate center.
3. Disable the Interactive Voice Response (IVR) system.
4. Deliver training on case handling for contingent staff.
5. Update the case status field values.
6. Monitor service level agreements (SLAs) and notify customers.

The Answer is A, C, E.

1. Universal Containers plans to deploy the new Service Cloud console to its support team.

Which steps should be considered in deployment? (There are three correct answers.)

1. Customize highlight panels for all objects.
2. Set up interaction logs and assign them to user profiles.
3. Assign users the Service Cloud User feature license.
4. Set up users and assign them to a queue.
5. Customize case list views.

The Answer is A, B, C

1. Universal Containers is experiencing system timeouts when running case reports.  
   What should a consultant recommend to improve the performance of the reports?  
   Choose 2 answers.  
   A. Remove formula fields from filter criteria.  
   B. Remove unnecessary columns from the reports.  
   C. Remove date boundaries from filter criteria.  
   D. Remove dashboards based on long-running reports.

* A, B

1. Universal Containers is developing its strategy for social customer service. It would like to build a business case to fund an investment in social media and have a dedicated social media support team. The company's requirements include the ability:  
   - Monitor Facebook fan page for new posts from customers  
   - Link new posts to an existing customer record  
   - Respond to posts from the existing Salesforce Console for Service  
   What should Universal Containers do immediately to begin providing social customer service?  
   A. Integrate Facebook to its existing Customer Community.  
   B. Create a Force.com app for Facebook monitoring.  
   C. Install Salesforce for Facebook and Twitter.  
   D. Enable Salesforce social profile on contacts.

* C

1. To manage the publishing lifecycle for articles in Salesforce Knowledge, the contact center director wants to provide article with various publishing capabilities.  
   What configuration should be recommended to meet this objective?  
   A. Assign article managers to public groups and specific article actions to each group.  
   B. Assign article managers to publication teams and specific article actions to each team.  
   C. Assign article managers to public groups and specific publication states to each group.  
   D. Assign article managers to publication teams and specific publication states to each team.

* A

1. Support agents need to verify that customers are eligible to receive customer before they can update the case.  
   What object is used to verify that a customer is entitled to receive support?  
   Choose 2 answers  
   A. Case history  
   B. Products  
   C. Service contracts  
   D. Contacts

* C, D

1. Universal Containers staffs its contact centers to allow for up to the total case volume to be escalated. The customer like to measure case escalation rate to staff to ensure sufficient training for Tier 1 agents.  
   What solution should a consultant recommend to meet this requirement?  
   A. Create a daily snapshot report of all cases and calculate percentage of escalated cases.  
   B. Create a case report with a custom summary formula to calculate the percentage of escalated cases.  
   C. Create a dashboard report to display and compare escalated cases against non-escalated cases.  
   D. Create a formula field on the case record to calculate percentage of escalated cases.

* C

1. Universal Containers wants to reduce incoming support phone call volume.  
   What action can be taken to meet this requirement? Choose 2 answers.  
   A. Enable service contracts and entitlements.  
   B. Implement Salesforce Console for Service to support agents.  
   C. Leverage Live Agent for web-based chat.  
   D. Implement Salesforce Knowledge on a portal.

* C, D

1. A contact center manager wants to measure the impact of a new customer care program.  
   What can be used to measure an increase in customer satisfaction?  
   Choose 2 answers?  
   A. Service-level agreement  
   B. First call resolution  
   C. Average handle time  
   D. Customer satisfaction survey

* B, D

1. Universal Containers is using the Salesforce Console for Service for managing cases. They would like to add the Salesforce to enable click-to-dial capability.  
   What needs to be configured for the Softphone to work in Salesforce? Choose 3 answers.  
   A. Assign the Salesforce CTI license to Salesforce users.  
   B. Install an adapter from AppExchange to work with third-party CTI systems.  
   C. Use Apex to create an adapter to work with third-party CTI systems.  
   D. Create a Softphone layout and assign to user profiles.  
   E. Assign the correct Salesforce users to the Call Center.

* B, D, E

1. Universal Containers support team requires its customers to submit their support inquiries via free form email (Outlook etc). Additional requirements are listed below:  
   - Support attachments up to 20 MB per inquiry  
   - Over 10,000 inquiries per day  
   Which solution should a consultant recommend to meet these requirements?  
   A. Email-to-Case  
   B. Customer Chatter groups   
   C. On-Demand Email-to-Case   
   D. Web-to-Case

* C

1. Customers can contact Universal Appliances to report problems with their appliances within 30 days of delivery. Support a quick-view-only access to an external database that stores over 100,000 known product bugs logged by the product engineers.  
   Which solution should a consultant design to meet this requirement? Choose 2 answers.  
   A. Display product bug data in Salesforce via VisualForce page.  
   B. Create a custom product bug object and import the data into Salesforce.  
   C. Use SOAP API to integrate the external database with Salesforce.  
   D. Use Bulk API to load the product bug data into Salesforce.

* A, C

1. A contact center manager needs to restrict who can create an FAQ Article Type within Knowledge.  
   What should a consultant recommend to accomplish this requirement? Choose 2 answers.  
   A. Set the organization-wide default to private and create sharing rules for the FAQ article type.

B. Enable the Manage Articles permission for the publisher profile and assign it to users.  
C. Hide the Article Management tab for users who should have read-only access to articles.  
D. Create a publisher profile that includes create access on the FAQ article type.

* B, D

1. For which purpose should a contact center use Visual Workflow?  
   A. To automatically assign cases to a specific queue based on the customer support level  
   B. To escalate a case to the support manager if it has been open for more than 72 hours  
   C. To assign follow-up tasks to an agent one week after a case is closed  
   D. To automate business processes for agents who troubleshoot customer support issues via phone

* D

1. What is the primary function of a private branch exchange (PBX)?  
   A. To route calls to different agents  
   B. To use speech recognition to direct calls  
   C. To report the caller's background information   
   D. To receive multiple calls at one time

* A

1. Universal Containers purchased Knowledge and would like to implement it as soon as possible.  
   What approach should a consultant recommend?  
   A. Activate the Knowledge sidebar within the Salesforce Console for Service.  
   B. Activate the Knowledge sidebar on the case detail page.  
   C. Create a Knowledge Visualforce component on the case detail page.  
   D. Create a Knowledge Visualforce component within the Salesforce Console for Service.

* A

1. Universal Containers has millions of customers in Salesforce, but only a very small percentage have opened support cases. Recently, Universal Containers has implemented a Service Cloud portal and plans to allow customers to be authenticated increase self-service rates.  
   Which method should be used to enable the customers on the portal? Choose 2 answers.  
   A. Have agents provide customers with portal registration instructions when working a case.   
   B. Create active customers as portal users and send them email notifications.  
   C. Identify active customers and send them registration instructions via email.  
   D. Have agents manually create users when portal access is requested by customers.

* A, C

1. Using standard case management capabilities, what can be emailed to a customer as a PDF attachment?  
   A. Articles appearing in the Knowledge sidebar  
   B. Products and assets associated to the case   
   C. Knowledge articles attached to the case  
   D. Contract details related to the entitlement.

* C

1. Universal Containers is migrating from a legacy system to the Service Cloud. The company currently tracks enticements and agreements in its legacy system. The legacy system will be archived and unavailable after go-live. Agents will need easy access case information for the last one year.  
   A. Migrate closed cases with milestones and entitlements.  
   B. Migrate open and closed cases with milestones and entitlements.   
   C. Migrate open and closed cases without milestones and entitlements.  
   D. Migrate closed cases to a custom read-only object.

* B

1. Universal Containers is setting up a field service dispatch contact center.  
   Which functionality should be considered when designing the contact center? Choose 2 answers.  
   A. Chatter groups for customers  
   B. Mobile access to case information  
   C. Visibility into service entitlements  
   D. Predictive dialer for outbound calls

* B, C

1. At Universal Containers, a support agent dedicated to one customer regularly handless complex integration-related cases. In these cases, the agent collaborates with Universal Containers’ product development team and the client’s system integration  
   what would the consultant recommend to expedite the handling of these cases?  
   A. Build a repository of Knowledge articles related to integration and share it with the customer.  
   B. Enable Chatter case feed and add product development team members to the case team.  
   C. Create a related child case and assign the child case to the product development team.  
   D. Create a private Chatter group with customers and invite key individuals to join the group.

* D

1. Universal Containers has implemented Service Cloud in their call center and would like to integrate it with their existing telephony system. All members of staff use a standard build for desktop computers and the IT department has indicated that they a produce a custom desktop build for the call center staff.  
   Which solution should a consultant recommend?  
   A. Move to a cloud-based telephony system.   
   B. Implement an adapter using the Telephony API.  
   C. Implement an adapter built on Open CTI.  
   D. Build an adapter using the CU toolkit.

* C

1. A customer has recently implemented an on premise telephony system that is common in the industry. This customer purchased Salesforce licenses and is planning to integrate these two systems.  
   What option should a consultant recommend?   
   A. Implement an on-demand telephony solution provided by a vendor.  
   B. Use a computer telephony integration (CTI) adapter that supports its telephony system.  
   C. Create an API integration between Salesforce and the telephony system.  
   D. Build a custom computer telephony integration (CTI) adapter using the Toolkit.

* B

1. Universal Containers requires that users have the ability to view specific cases, as determined by the product type field on the case. An email should be sent to the users when a case to which they have access is created or closed.  
   What should a consultant recommend to meet these requirements? Choose 2 answers  
   A. Escalation rules   
   B. Auto-response rules   
   C. Workflow rules   
   D. Case teams

* C, D

1. The cost of service for Universal Containers' contact centers has steadily increased.   
   What solution should a consultant recommend to help reduce the cost of service in the contact centers? Choose 2 answers.  
   A. Enable Chatter for agent collaboration.   
   B. Create auto-response templates for emails.   
   C. Enable Knowledge in a Service Cloud portal.   
   D. Enable Ideas in a Service Cloud portal.

* B, C

1. Universal Containers is using the Service Cloud in its contact center. The contact center manager wants to deploy Chatter Answers.  
   What should a consultant recommend to integrate Chatter Answers into its Service Cloud implementation? Choose 2 answers.  
   A. Use the close and resolve button to close a case and mark the question resolved.  
   B. Allow administrators and trusted community members to escalate questions to cases.   
   C. Create draft Knowledge articles from replies using promote to article button.   
   D. Display up to three category groups to help organize questions for easy browsing.

* B, C

1. Universal Containers assigns its contact center agents to certain interaction channels and would like to optimize the agents' desktop based on their assigned interaction channels.  
   A. Create multiple agent console applications and configure the Iayout based on the user's requirements.  
   B. Create multiple Salesforce Console for Service applications and configure them based on me user's requirements.   
   C. Create case page layouts for each interaction channel and assign them to different agent profiles.  
   D. Create a Salesforce Console for Service layout and allow the agents to drag and drop the components they need.

* B

1. Universal Containers implemented Salesforce Knowledge two months ago. Now, the Help Desk manager wants to know if the agents are properly leveraging the new knowledge base.  
   What metric cap the manager use to measure the adoption of Knowledge? Choose 2 answers  
   A. Create a report that displays the number of article searched during the past two months.  
   B. Create a report that displays the number of articles associated to data categories during the past two months.  
   C. Create a report that displays the number of cases with articles attached during the past two months.  
   D. Create a report that displays the number of new articles created during the past two months.

* C, D

1. Universal Containers has a service level agreement (SLA) with customers that requires an agent to take ownership of and respond incoming cases within two hours of case creation.  
   Which solution would help Universal Containers meet SLA?  
   A. Use case auto-response rules to send an email to support managers with case creation.   
   B. Assign cases to queues and use escalation rules to escalate cases that have NOT been accepted by an agent within one hour  
   C. Create a rule to send an email to support managers when a case is created and assigned to a queue.  
   D. Create a rule to assign a task to all members of a queue if a case has NOT been accepted by an agent within one hour.

* B

1. A report shows average time spent by agents to resolve cases. Nine of twelve agents spend approximately the same time to resolve cases. However, Agent A has a much shorter average time to resolve cases and Agents B and C have a much longer average time to resolve cases. How can the supervisor use this data to drive greater consistency in average time spent by agents across the team? Choose 3 answers:

A. Document and share the practices of Agent A with the team via knowledge articles

B. Lower the target for entire team to that of Agent A

C. Review case history and activities for Agents B and C

D. Build a dashboard to display individual performance by agent versus the team goal

E. Update case assignment rules to route more cases to Agent A

* A, C, D

1. A consultant is working on a Service Cloud implementation with a fixed budget and timeline. The analysis phase of the project has just been completed. Additional requirements were discovered that will result in the project exceeding timeline and budget constraints. What is the first step the consultant should take to address the issue?

A. Adjust the dates in the project plan to account for the additional requirements and communicate the new timeline.

B. Add development resources to the project team to build out the additional requirements.

C. Adjust the project scope to accommodate new requirements and continue with the original project schedule

D. Document the requirements gap and communicate development options to the project team

* D

1. A consultant needs to import 2,000 source articles for a Salesforce Knowledge implementation. The source articles are in HTML and contain several images. All of the articles are FAQs. Before importing the articles into Knowledge, which step should a consultant perform? (Choose 3)

A. Create the data categories and set up the data category values.

B. Set up a zip file that contains the CSV, HTML, and image files.

C. Create the custom fields and layouts for the FAQ article type

D. Set up the article actions and assign publishers to each action

E. Set the publication status of the article to draft status

* A, B, C

1. A contact center agent wants to leverage subject matter experts (SMEs) on Chatter to resolve a complex issue for a customer. What is the recommended solution to increase the involvement of SMEs and track the case to completion in Chatter?

A. Follow the SMEs to receive automatic updates when they add case comments

B. Bookmark all the comments related to the issue from SMEs

C. Use hashtag (#) to track the customer case and SMEs comments

D. @mention the SMEs on the case Chatter feed and follow the case

* D

1. A contact center manager is looking for ways to reduce overall cost per case. What Salesforce metrics should the contact center manager evaluate? (Choose 2)

A. Average number of activities per case

B. Average number of articles attached to a case

C. Total number of cases by origin

D. Average customer satisfaction score by case

* A, B

1. A customer calls the service desk at Universal Containers. The agent assigned to the call creates a case to capture the issue, but later realized the caller is not eligible for support. What solution should a consultant recommend to prevent the scenario from happening in the future?

A. Add the entitlements related list to contact records

B. Add the entitlement contacts related list to account records

C. Add the assets related list to contact records

D. Add the service contract related list to contact records

* A

1. A customer is planning a Service Cloud implementation. The customer's current database has the following number of records:

- 10 million cases

- 1 million accounts

- 3 million contacts

When planning to migrate this data into Salesforce, what implications should be considered? (Choose 2)

A. Salesforce org may be slow during the data import

B. Related lists on the case object may be slow to populate

C. Salesforce reporting speed may be affected

D. Result may be slow when searching for records

* C, D

1. A customer utilizes a high-volume Service Cloud portal for its Web customer support and is interested in deploying a chat solution. What should be the first step in configuration and customization?

A. Create user profiles or permission sets

B. Enable Chatter Messenger for the organization

C. Enable Live Agent for the organization

D. Create an iframe to display the chat window

* C

1. A new customer to Salesforce is considering implementing a customer portal. The customer has millions of users and plans to evaluate a high-volume customer portal/Community. What is a key consideration when configuring a customer portal?

A. Users cannot own records

B. Users can download and view content

C. Users are not associated with a role in the hierarchy

D. Users can be part of a case team

* C

1. A team of publishers has created and published articles in Salesforce Knowledge. The manager of the help desk wants to verify that the articles are useful to agents. Which reports can the help desk manager use to determine the quality of the articles? (Choose 2)

A. Report on the articles attached in cases.

B. Report on articles followed in Chatter.

C. Report on agent ratings on articles

D. Report on agent feedback on articles

* A, C

1. An outsourced contact center is losing part-time agents to a nearby contact center that promotes flexible scheduling. Which method can be used to improve agent retention? Choose 2 answers:

A. Mix telephony interactions with email and chat

B. Extend benefits to part-time agents

C. Provide additional training on tools and process

D. Allow shift trading between agents

* B, D

1. Auto Response rules work on which objects?

A. Leads and Cases

B. Leads and accounts

C. Accounts and Opportunity

D. Accounts and Cases

* A

1. Case escalation rules triggered on the last modification will be reset each time a user does which of the following actions?

A. Reads the case

B. Adds a related comment to the case

C. Adds an activity or sends an email from the case record

D. Edits the case

E. All of the above

* D

1. Ensure the contracted service level requirements for its clients are being met. What should be configured?

A. Entitlement processes, contract line items, milestones, entitlements

B. Entitlement processes, contract line items and Entitlements

C. Entitlement processes, contract line items, milestones, milestone actions

D. Entitlement processes, milestones milestone actions, and entitlements

* A

1. From any queue list view, users can take ownership of one or more cases if: (Choose 3 answers)

A. They are members of that Queue

B. They have a Contact Manager Profile

C. If the OWD for sharing cases is Public Read/Write/Transfer

D. They are higher in the Role Hierarchy than a Queue Member

E. All of the above

* A, C, D

1. If you delete a case, which two also get deleted? (Choose two answers)

A. Account

B. Solution

C. Event

D. Attachments

* C, D

1. In the telesales contact center, Universal Containers has three-step and five-step order process, contingent on the type of product sold. Which approach should be used to optimize the order process? Choose 2 answers

A. Use Visualforce to create a wizard for each process

B. Organize the fields on the page layout to match each process

C. Use Visual Workflow to streamline the process

D. Create a custom object for each step in the process

* B, C

1. Support engineers need to see a complete chronological list of field edit to a case, associated emails, case comments, and field edit to related objects in a single view while working on a case. How should the requirement be met?

A. Create a custom report

B. Create a custom related list on the case

C. Create a custom view on the Case tab

D. Create a custom Visualforce page

* B

1. The manager of large credit card contact center needs to understand how many customers call daily to check their balance without speaking with an agent. Which system would be used to generate the report?

A. Interactive Voice Response

B. Automatic Call Distributor

C. Private Branch Exchange

D. Time and Attendance

* A

1. The project manager on a Service Cloud implementation is responsible for coordinating user acceptance testing (UAT) for a customer. Which tasks should be completed prior to UAT? (Choose 2)

A. Verification of the production migration checklist

B. Approval of test scripts from the business lead

C. Verification that sample data has been loaded

D. Fund customer approval on training materials

* B, C

1. The Universal Containers contact center offers support via email, the Internet, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management. What report should the contact center manager present to executive management? Choose 2 answers

A. Average call handle time by team

B. Number of cases created using portal

C. Number of cases closed by a self-service user

D. Number of IVR inquiries without agent involvement

* B, C

1. The Universal Containers customer support organization has implemented Knowledge Centered Support (KCS) in the call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should. What should the company do to address this situation? Choose 2 answers

A. Require agents to check a box on the case when submitting a new suggested article

B. Measure and reward agents based on the number of new articles approved for publication

C. Create a dashboard that includes articles submitted by agents and approved for publication

D. Measure and reward agents based on the number of new articles submitted for approval

* C, D

1. The Universal Containers support center management team would like to leverage Salesforce functionality to improve collaboration on cases. What should a consultant recommend to meet this requirement? (Choose 2)

A. Create escalation rules to re-assign cases after SLAs have expired.

B. Enable the Service Cloud Console and Knowledge sidebar for agents.

C. Create case teams and introduce swarming to resolve cases.

D. Enable and use chatter feed tracking on the case object.

* C, D

1. Universal Containers is designing a contact center that will store 20 million cases. Of those, 5 million will need to be accessed for reporting and search. Which approach will ensure best system performance? Choose 3 answers:

A. Custom indexes

B. Tiered data strategy

C. Record types

D. Divisions

E. Custom search

* A, B, D

1. Universal Banking has customer support operations in both Canada and the United States. Compliance regulations are listed below.

- Agent users in Canada can only view articles pertaining to Canadian products

- Agent users in the US can only view articles pertaining to US-based products.

How should article visibility be configured to enforce the compliance rules?

A. Create geography-based roles to restrict access using data categories

B. Create geography-based profiles to restrict access by mapping article types

C. Create geography-based profiles to restrict access using data categories

D. Create geography-based roles to restrict access by mapping article types

* A

1. Universal Containers analyzes key performance indicators (KPIs) and discovers that customer satisfaction is decreasing. The company attributes the decrease in customer satisfaction to allow first-call resolution rate. What can be done to improve the first-call resolution rate? Choose 2 answers

A. Reduce the cost per call

B. Align agent performance goals with KPIs

C. Train support agents

D. Hire additional support agents

* B, C

1. Universal Containers CFO is looking for ways to reduce contact center costs. Which customer service metric should the CFO monitor to reach the budget goals? (Choose 2)

A. First call resolution

B. Average handle time

C. Upsell percentage

D. Customer retention

* A, B

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

- Agent productivity

- Customer satisfaction

Which report should a consultant recommend? (Choose 2)

A. Average handle time

B. First contact resolution

C. Average speed to answer

D. Escalation rate

* A, B

1. Universal Containers customer support management wants to provide proactive communications are likely to provide low customer satisfaction (CSAT) scores. What customer-related metric should the customer support management analyze? Choose 2 answers

A. Time spent by account year-to-date

B. New cases opened by account channel

C. Escalated cases by amount month-to-date

D. High-priority cases opened by account month-to-date

* C, D

1. Universal Containers has a policy that requires all email traffic to remain within its firewall. Currently, the company has 200 support agents handling email from five different time zones on its legacy system. When implementing Salesforce, what solution should a consultant recommend for this service?

A. On-Demand email-to-case

B. Connect for Outlook

C. Email-to-Case

D. Web-to-Case

* C

1. Universal Containers has a telemarketing call center with agents who make cold call on prospects and follow up on prospects that have been routed to them. Which metric should Universal Containers consider when designing the call center? Choose 2 answers

A. Average number of attempts to contact

B. Number of outbound calls per day

C. Number of cases closed by agent

D. Average case age by agent

* A, B

1. Universal Containers has a three-tiered contact center. Cases are routed to Tier 1 or Tier 2 based on severity, priority, complexity, or SLAs. Cases are assigned to Tier 3 only if they are escalated by Tier 1 and Tier 2. How can Universal Containers measure case escalation?

A. Create an approval process to ensure only the appropriate cases get escalated.

B. Create a case report to show all cases across tiers filtered by an escalation flag.

C. Create a custom trigger to generate history when cases get escalated between tiers.

D. Create a case report to show the number of cases for each tier and sort them by case owner.

* B

1. Universal Containers has activated Email-to-Case functionality to allow customers to correspond with support agents via email. Which options are available with Email-to-Case? (Choose 3)

A. Only one inbound email address can be used for Email-to-Case

B. Follow-up emails and attachments related to a case are attached to the case

C. Assignment, escalation, and workflow rules are processed on inbound emails

D. Follow-up emails related to a case will update the case comments

E. Supports emails larger than 25 MB

* B, C, E

1. Universal Containers has basic field service requirements and has not yet deployed the Service Cloud. The company would like to automatically create a field service dispatch record and assign it to a queue when specific case criteria are selected by an agent working the case. Which solution will create and route the field service dispatch record when the case is saved?

A. Use a workflow rule with an action

B. Use a validation rule

C. Use a case assignment rule

D. Use an Apex trigger

* D

1. Universal Containers has discovered that the average time an agent takes to resolve a case has increased. What should a consultant recommend to help reverse this trend? (Choose 2)

A. Track social sentiment across social media outlets

B. Hire more agents for the contact centers

C. Configure entitlements and milestones to enforce SLAs.

D. Improve the training provided to existing agents

* C, D

1. Universal Containers has four internal divisions that use Salesforce Knowledge. Compliance requirements indicate each division should have access to its own articles when performing a search. What solution should a consultant recommend to meet this requirement?

A. Create a sharing rule for each division to provide access based on criteria of the article

B. Create a sharing rule for each division to provide access using the role hierarchy

C. Create a single data category group for each division and provide access using the role hierarchy

D. Create separate data category groups for each division and assign the category to a division profile.

* C

1. Universal Containers has service level agreements (SLAs) with clients that require an agent to respond within one hour of receiving a case. The agreement also states that the case must be resolved in less than one day if the case status is set to urgent. Which feature should be used to meet this requirement?

A. Case assignment rules to route the case to an escalation queue

B. Entitlements to define milestones to meet the SLAs

C. Case comments to communicate updates to the client

D. A workflow email alert to send notification that a case was received

* B

1. Universal Containers is concerned with system performance in its contact center because the number of contact records has exceeded 40 million. What platform functionality might be affected by the number of contact records?

A. Contact related list load time

B. Contact view page load time

C. Contact report run time

D. Contact list view edit time

* C

1. Universal Containers is designing a contact center focused on customer billing inquires. The contact center includes the variables listed below.

- 2 million accounts in Salesforce

- 20 million invoices in an external application

- 600 support agents

- 300,000 transactions processed daily across agents

When agents view an account in Salesforce, they need to view the invoices associated with an account and view the detail of the invoices. However, agents do not need to update or report on invoice information. Which solution would meet these requirements? Choose 2 answers:

A. Create a bi-directional integration using the Salesforce API

B. Build a real-time integration to import invoices into a Salesforce custom object

C. Launch the customer billing application in Salesforce as a Web tab

D. Design a Visualforce page to display invoice data in Salesforce based on a real-time ca

* C, D

1. Universal Containers is developing a business continuity plan for their contact centers. What should the company consider? Choose 2 answers

A. Recovery point objective

B. Criteria for plan activation

C. Site consolidation

D. Open access to systems

* A, B

1. Universal Containers is evaluating whether to implement On-Demand Email-to-Case or Email-to-Case and needs to ensure the solution selected will meet its requirements. Which customer requirement would require the use of Email-to-Case?

A. Accepts email attachments larger than 10 MB

B. Accepts attachments from emails

C. Handles more the 10,000 emails a day

D. Requires the use of Transport Layout Security (TLS)

* D

1. Universal Containers is implementing a CTI solution for its inbound service and support contact center. Currently, the company handles only existing customers with support issues. The contact center manager has been tasked with improving sales for the premier support offering. What key metrics can be expected to improve following the CTI implementation? (Choose 2)

A. Average days to close

B. First call resolution

C. Average handle time

D. Abandon rate

* C

1. Universal Containers is implementing a solution to capture incoming emails as cases in Salesforce with the requirements listed below.

- Over 5.000 emails are captured and created as cases.

- Email filtering capabilities can be customized.

- Solution runs 24/7 so that emails are captured during maintenance windows

- Software installation is not required

Which solution would meet the requirements?

A. On-Demand Email to case

B. Email-to-Case

C. Connect for Outlook

D. Email relay

* A

1. Universal Containers is implementing an entitlement process in its contact center to gain better visibility into how well the company is delivering on customer service level agreements (SLAs). How can milestones be used to accomplish this goal? (Choose 2)

A. To represent metrics such as first-response and resolution time on cases.

B. To monitor the case escalation rule queue to confirm service levels are met

C. To identify the customer contact associated with a particular stage of a service contract

D. To display whether a case response complies with a customer service level agreement

* A, D

1. Universal Containers is implementing Salesforce Knowledge at its contact center. The contact center has a dedicated support team for each product that it supports. Contact center agents should only be able to new articles for the product they support. What solution should a consultant recommend to meet this requirement?

A. Assign team-based roles to the associated product data category value

B. Assign team-based profiles to the associated product article type

C. Assign team-based profiles to the associated product data category value

D. Assign team-based roles to the associated product article type

* A

1. Universal Containers is implementing the Salesforce Service Cloud in its contact center and has requirements listed below.

- 2.000 agents are implemented globally 24/7 operations

- Open case data will be migrated from a legacy system

- New cases will be created in one system only

Which deployment method should be recommended?

A. Migrate case data and deploy to all users at office

B Migrate agents to Force.com Connect Offline during deployment

C Deploy in phases using countries as pilots

D Deploy based on the number of trainers available

* C

1. Universal Containers is in the process of setting up a business-to-business (B2B) portal. The company needs to give customers access to service level agreements (SLA) via the portal. Which solution is recommended to accomplish this requirement?

A. Assets

B. Cases

C. Milestones

D. Service Contracts

* D

1. Universal Containers is initiating a program to improve customer satisfaction. As part of the program, customers must be surveyed after the case is closed to ensure the customer is satisfied and the issue has been resolved.

How to accomplish this task?

A. Use workflow rules to send an email to the customer.

B. Use auto-response rules to send an email to the customer.

C. Use assignment rules to assign the case to a case queue.

D. Use escalation rules to assign the case to a case queue.

* A

1. Universal Containers is launching a full line of new products and Service Cloud should support the following requirements:

- Agents need to collaborate with other teams

- The product development team needs to be alerted on high-priority cases for specific product

Which solution will meet these requirements?

A. Use escalation rules for notifications and case teams to monitor cases

B. Use workflow rules for notifications and case teams to monitor cases

C. Use escalation rules for notifications and account teams to monitor cases

D. Use workflow rules for notifications and account teams to monitor cases

* B

1. Universal Containers is ready to launch a customer portal to its targeted customers. The company's executives want to use appropriate metrics to efficiently measure user adoption. Which metrics should be measured? (Choose 2)

A. Number of calls deflected using IVR

B. Number of emails compared to portal cases

C. Number of cases created in the portal

D. Number of portal logins per day

* C, D

1. Universal Containers needs to allow customers to log into its corporate website, view solutions from a Salesforce knowledge base, and log cases. Which product would meet all of these requirements? Choose 2 answers

A. Self-service portal

B. Web-to-Case

C. Force.com Sites

D. Customer portal

* A, D

1. Universal Containers needs to automate the process of gathering and measuring customer satisfaction (CSAT). The process should be initiated at the time of case closure. Which feature should be used to meet this requirement?

A. Install an AppExchange product for case survey functionality

B. Enable the Send Survey feature for cases

C. Deploy the self-service portal CSAT survey widget

D. Create a case survey email template and auto-notification rule

* A

1. Universal Containers needs to decrease the cost of support by allowing support engineers to capture case resolution information when a case is closed and make the details of the case available via search to internal users, partners, and the general public. How could this be achieved?

A. Create Knowledge articles and publish the article to all channels

B. Create Content documents and add them to a workspace accessed by all users

C. Create solution and publish the solutions to the self-service portal

D. Create case attachments and upload attachments to a directory accessed by all users

* A

1. Universal Containers wants to implement Knowledge to assist agents with the resolution of cases. What should a consultant recommend to meet this requirement? (Choose 3)

A. Create an email template to send articles as PDF attachments

B. Enable suggested articles on new cases

C. Enable article submission during case close

D. Enable article customization for open cases

E. Enable agents to create their own personal articles

* A, B, C

1. Universal Containers wants to create a process to verify that customers are eligible for support before a case is creates. A consultant recommends using entitlement management to meet this requirement. Which benefit would be realized by using the entitlement management feature? Choose 2 answers.

A. Ability to determine if a customer has escalated a case in the past

B. Ability to specify unique service levels for each customer

C. Ability to prompt callers for the service contract number within IVR menus

D. Ability to enforce service levels with the time-dependent processes

* B, D

1. Universal Containers requires that a case is logged for every incoming support call. Each case could require an associated Return Materials Authorization (RMA) and/or Field Service Request (FSR). The original case CANNOT be closed until all RMAs and FSRs are closed. Universal Containers is considering whether RMAs and FSRs should be stored on a child case or on a related custom object. What should Universal Containers consider when designing the solution? Choose 3 answers

A. Average incoming case volume

B. Relationship to the primary contact

C. Case closure rules on the original case

D. RMA and FSR escalation requirements

E. Visibility and access to the RMA and FSR records

* C, D, E

1. Universal Containers plans to migrate data into Salesforce from legacy system. Which step should be taken before performing the data migration? Choose 2 answers

A. Enable data validation rules

B. Perform data cleansing

C. Develop data map

D. Normalize database

* B, C

1. Universal Containers needs to track the internal users who are involved with support cases. Certain status updates to the case should trigger an email notification to the users involved. Which solution design will best address this requirement?

A. Use case teams to track users and a workflow rule with an email action for notification of status changes

B. Use account teams to track users and a workflow rule with an email action for notification of status changes

C. Use a custom object to track users and a workflow rule with an email action for notification of status changes

D. Use case teams to track users and an Apex trigger for notification of status changes

* A

1. Universal Containers needs to set up a customer community to provide customers with a self-service option for support. Which capability can Universal Containers provide its customers via the customer communities? (Choose 3)

A. Allows customers to submit ideas and answers

B. Allows customers to customize their user interface

C. Allows customers to search documents in Contact

D. Allows customers to follow Chatter feeds

E. Allows customers to search a knowledge base

* A, D, E

1. Universal Containers needs to produce a dashboard in Salesforce that shows the average cost per call. Which data needs to be available in Salesforce in order to create the report? Choose 2 answers

A. Agent hours worked and agent wage rate

B. Talk time and wrap time

C. Average seconds to answers and talk time

D. Case status and case age

* A, B

1. Universal Containers needs to integrate Knowledge into the case management lifecycle. Which integration point is possible between cases and Knowledge? Choose 3 answers

A. Email articles in PDF format

B. Add a comment to an article

C. Search Knowledge using case information

D. Convert a case attachment to an article

E. Create articles when closing a case

* A, C, E

1. Universal Containers wants to send out an email promotion on a monthly basis to a list of 50,000 leads. What should a consultant recommend to meet this requirement?

A) Create a lead assignment rule to send the email to the leads monthly.

B) Use an email execution vendor to send emails for marketing campaigns.

C) Use the standard Salesforce mass email tool located on the leads tab.

D) Create an email alert workflow rule to send the email to the leads monthly.

* B

1. Universal Container’s current solution for managing its forecasts is cumbersome. The sales managers do not have visibility into their teams’ forecasts and are notable to update the forecasts. As a result, the managers are continually asking their sales representatives to provide updated forecast data via email or phone. What solution should a consultant recommend to help Universal Containers improve the management of their forecasts? Choose 2 answers

A. Configure customizable forecasts to give managers forecast override capabilities.

B. Create forecast Chatter groups where sales representatives can post and share their forecasts.

C. Configure weekly customized forecast reports and dashboards to be emailed to sales management.

D. Create a forecast hierarchy and assign managers to the forecast manager role.

* A, D

1. Universal Containers does not have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, there has been an increased volume of leads. However, the Vice President of Channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant drop in the lead conversion rate. What should a consultant recommend to improve partner satisfaction with the leads being shared?

A. Create multiple validation rules to ensure that all fields on the lead record are populated with data.

B. Create a custom lead score field to assess lead quality and assign the leads that exceed this score to partners.

C) Assign all leads to the partner channel manager to validate the lead data and manually assign to partners.

D. Use the lead score on the Find Duplicates button and assign the leads with a score in the high category.

* B

1. Universal Containers has enabled Advanced Currency Management. How the converted amount data is reported on a report that spans time periods when the exchange rate was different?

A. Converted amounts are based on exchange rates that use the oldest entry.

B. Converted amounts are based on the exchange rates entered in the opportunity.

C. Converted amounts are based on exchange rates that use the most current entry.

D. Converted amounts are based on the historical exchange rate associated with the close date.

* D

1. Universal Containers has configured a private sharing model with opportunity team selling enabled. The company allows its sales representatives to add sales team members to their opportunities when necessary. As a result, each sales representative has opportunities they directly manage and opportunities on which they collaborate with other sales representatives. which dataset filter on a single report would allow the sales representatives to see all opportunities they are involved with?

A. My team-selling shared opportunities

B. My team-selling and my opportunities

C. My team's opportunities

D. My collaborative opportunities

* B

1. Universal Containers has set the organization-wide default to public read-only for accounts, contacts, and opportunities. Activities are set to be controlled by the parent. The ABC Corporation account is owned by a sales user whose profile grants create, read, edit, and delete access to accounts, contacts, and opportunities. Based on this information, the owner of ABC Corporation account record has the rights to take which actions? Choose 2 answers

A. Share the account with other users through manual sharing and account teams.

B. View, edit, and delete activities owned by other users directly related to the account.

C. Transfer ownership of related contacts and opportunities owned by other users.

D. View, edit, and delete related contacts and opportunities owned by other users.

* A, B

1. Universal Containers sells products that require frequent collaboration with the same team of individuals who play a key role in closing deals. The lead sales representative determines the level of access for each of the collaborating team members on an opportunity. What solution should a consultant recommend to facilitate the collaboration of the lead sales representative and team members?

A. Create public groups for extended team members and allow the sales representative to assign manual sharing on their opportunities.

B. Configure default opportunity teams for all lead sales representatives with team selling enabled.

C. Define a sharing rule for each lead sales representative to assign appropriate access for all extended team members.

D. Enable Chatter to have the lead sales representative facilitate collaboration through sales team swarming

* B

1. The sales representatives at Universal Containers use various email applications and often receive important customer emails while they are away from the office. Sales management wants to ensure sales representatives are recording email activity with customers in Salesforce while they are away from the office. What solution should a consultant recommend to meet this requirement?

A. Forward emails using their Email-to-Salesforce email address from their smartphones and computers.

B. Download and install the Salesforce for Outlook connector on their smartphones and computers.

C. Copy and paste emails manually to the customer record in Salesforce from their smartphones and computers.

D. Download and install a Salesforce universal connector for their smartphones and computers.

* A

1. Universal Containers has its sales representatives enter a new lead whenever they are prospecting a new customer. After qualifying the new lead, a new opportunity must be created to track the deal. What should a consultant recommend to enforce data quality and accuracy? Choose 3 answers

A. Enable the lead conversion permission.

B. Enable validation rules on the opportunity.

C. Map lead fields to corresponding opportunity fields.

D. Enable validation rules on the lead.

E. Create an Apex trigger to perform data quality checks.

* A, C, D

1. Customer Portal/Community Users can View, Create and Search Notes and Attachments on Custom Objects A. True B. False

* A

1. From any Case List Page the Administrator can Mass Update ?Multiple Cases? at once: A. True B. False

* A.

1. Universal Containers has a telemarketing call center with agents who cold call prospects and follow up on prospects that have been routed to them.Which metric should Universal Containers consider when designing the call center?Choose 2 answers

o Average number of attempts to contact

o Number of outbound calls per day

o Number of cases closed by agent

o Average case age by agent

* A, B

1. Universal Containers has deployed a customer portal with Knowledge and would like to measure customer portal adoption and the effectiveness of the portal. Which metric should be used to measure portal usage Choose 2 answers

o Number of article created per agent

o Total number of cases created since implementing portal

o Number of cases submitted via email

o Most popular articles based on views and rating

* B, D

1. Universal Containers needs to ensure it is staffing enough agents to answer calls at times of peak volume. In addition, the company needs to report on the metric listed below. Average handle time (AHT) Adherence to service level agreements (SLAs)Which data source would Universal Containers need in order to gather this information?Choose 3 answerso Automatic Call Distributor /ACD)o Entitlementso Workflow Management (WFM)o Chat log historyo Interactive Voice Response (IVR)

* o Automatic Call Distributor /ACD)o Entitlementso Workflow Management (WFM)