Service cloud SET 1(Answers may be wrong)

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 posts 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?(**Choose 1 Answer**)

A. Enable Social Customer service
B. Integrate Facebook to its existing Customer Community
C.**Enable salesforce social profile on contacts**.
D.Create a Force.com app for Facebook monitoring

2)Universal containers has implemented service cloud in their call centre 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 are unable to produce a custom desktop build for the call centre staff.

What solution should a consultant recommend?(**Choose 1 Answer**)

A. Moved to a cloud based telephony system
B. Implement an adapter built on open CTI
C. Implement an adapter using the telephony API
D. Build an adapter using the telephony vendor's toolkit.

3)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 Answer**)

A. Service level agreement
B. customer satisfaction survey
C. Average handle time
D. First call resolution

4) Universal containers wants to create a process to verify that customers are eligible for support before a case is created .A consultant recommends entitlement management to meet this requirement .

Which benefit would be realized by using the entitlement management feature ?(**Choose 2 Answer**)

A. Ability to enforce service levels with time dependent processes
B. **Ability to specify unique service levels for each customer**
C. Ability to determine if a customer has escalated a case in the past
D. **Ability to prompt callers for the service contract number within IVR menus**

5)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 scenario?(**Choose 1 Answer**)

A. On-demand email-to-case
B. Web-to-Case
C. Salesforce for outlook
D. **Email-to Case**

6)A customer has recently implemented an on-premise telephony system that is common in the industry.customer recently purchased salesforce license and planning to integrate these two systems.

What option should a consultant recommend?(**Choose 1 Answer**)

A. **Use a computer telephony integration (CTI) adapter that supports its telephony system.**
B. Build a custom computer telephony integration (CTI) adapter using open CTI.
C. Create a API integration between salesforce and the telephony system
D. Implement an on demand telephony solution provided by a leading vendor.

7)The vise president (VP) of customer support for universal containers has issued a mission statement that "We will empower our customer to interact with us in way that they are choosing." Universal containers has recently deployed new toll-free interactive voice response(IVR) system and knowledge base.The VP has asked the management team to make additional system enhancements to fulfill this mission statement.

What should consultant recommend to to achieve this mission statement?(**Choose 3 Answer**)

    A. **Enforce that customers must search the knowledgebase before they can see the contact us page.**
    B. **Create a central "Contact Us" page which provides access to all available channels**
    C. Replace the existing "Chat Now" button on the customer community with a toll-free phone number
    D. **Enable customers to be emailed FAQs by accessing the interactive voice response 24 hours per day.**
    E. optimize the customer community for mobile devices to have access to the same support as desktops.

8)Universal containers and contact center has experienced an increased number of customer questions due to to a growing product portfolio.

What solution should a consultant recommend to minimize the need to hire more agents?**Choose 2 Answer**)

    A. Live Agent
    B. **Chatter Answers**
    C. **Community**
    D. Web-to-Case

9)What process is a use case of visual workflow?(**Choose 3 Answer**)

    A. Cross-sell promotions for representatives
    B. **Field validation during case creation**
    C. **Decision based troubleshooting for representatives.**

D. Assignment of email to a case queue based on subject
E. caller verification and creation of a new case

10) Universal containers has millions of customers in salesforce ,but only very small percentage opened support cases in the past.Recently, Universal container has implemented a customer community and planned to allow customers to be authenticated users to increase self-service rates.

Which method should be used to enable the customers on the community?(**Choose 2 Answer**)

A. Identify active customers and send them registration instruction via email.
B. Have Agents provide customers with community registration instructions when working on a case.
C. Have agents manually create users when community access is requested by customer
D. Create active customers as community users and send them email notifications.

11)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.

12)Universal Containers wants to display a list of open cases, data form an external system and knowledge articles in one view in Salesforce. What should a consultant recommend to meet this requirement?

A. Configure the Salesforce Console for Service, add Visualforce components, and activate the Knowledge sidebar.
B. Configure the Salesforce Console for Service, integrate the external system, and enable Knowledge
C. Configure the agent console and display the articles, case view, and external system custom object
D. Create a custom Visualforce page to display case list view, external system, and knowledge articles

13.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

14.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

15.Universal containers 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. Universal containers wants to optimize the cost without compromising customer satisfaction. What can a consultant recommend to accomplish these objectives? (choose 2)

A. Prioritize customer calls based on their SLA

B. **Cross-train agents on both product lines.**

C. Enable agents to transfer calls to other agents.

D. **Implement a customer self-service portal.**

16.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. **A custom tab of type URL that displays a map image of customer location**
B. A visualforce map component on Account Page
C. A web service callout that retrieves map details from a backend system
D. An outbound message to a middleware platform to provide map details

17.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. 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.

18.Universal Containers will be launching a telesales contact center. What should be considered in the design?

A. Integration with Field service teams and apps
B. strategies to maximize call deflection
C. **Performance for high volume of interactions**
D. **Integration with Lead Generation team and apps**

19. 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

20.The Universal Containers contact center offers support via email, the Internet, and a customer portal. The contact center manager wants to demonstrate the success of recent self–service initiatives to executive management?
Which report should the contact center manager present to executive management? (Choose 2)
A. **Number of cases created using comminities**

B. Number of IVR inquiries without agent involvement

C. **Number of cases closed by a self–service user**

D. Average call handles time by team

21. 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. Opens access to systems

22. Universal Containers support manager wants to share product-specific information with their customer Communities
What should a consultant recommend to meet this requirement?
Choose 3 answers

A. **Assign Article types to the Community**

B. **Enable Public Solutions**

C. Enable Article deliveries

D. **Publish Articles to external channels**

E. Configure Content Library permission

23. Universal containers wants to provide its 20 million customers with a portal where they can:

a) Submit inquiries

b) Monitor the status of those inquiries

c) View their contact information

to meet these requirements, which type of portal license would be most appropriate for the customers?

A) Sites

B) Customer Community

C) Company Community

D) Partner Community

24.At Universal Containers, a support agent dedicated to one customer regularly handles 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.**

25.Universal Containers assigns its contact center agents to certain interaction channels and would like to optimize the agents' desktops based on their assigned interaction channels .
 What should a consultant recommend to meet this requirement?

   A. Create multiple agent console applications and configure the layout based on the user's requirements.
   B. **Create multiple Salesforce console for service applications and configure the layout based on the user's requirements**.
   C. Create case page layouts for each interaction channel and assign them to different agent profile.
   D. Create a Salesforce console for service layout and allow the agents to drag & drop the components they need.

26. 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 container's social channels when negative product sentiments are expressed?

   A. Configure Salesforce social hub workflow for negative product sentiments that automatically creates a contact and case
   B. Configure salesforce twitter and workflow rules or negative product sentiments that automatically creates a contact and case

C. Integrate service cloud with google analytics and use workflow rules for case and contact creation based on key values
D. **Implement salesforce radian6 with filters against the company's twitter account and assign new cases to a twitter queue.**

27. Universal Containers is using the Service Cloud Console for managing cases. They would like to add the Salesforce SoftPhone to enable click–to–dial capability. What needs to be configured for the SoftPhone to work in Salesforce? (Choose 3)

A. **Assign the correct Salesforce users to the Call Center**
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 Salesforce CTI license to Salesforce users

28.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**

29. 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**

30. When planning for the migration of an existing knowledge base into Salesforce Knowledge, what factors are considered which articles to migrate?
   A. Last modified date and frequent search terms
   B. **Last modified date and number of recent article views**
   C. Original creation date and total number of article views
   D. Original creation date and average rating of articles

31. Which step should a consultant take to import articles into Salesforce Knowledge? (Choose 2)
   A. **Map articles with HTML sections to rich text area fields**
   B. Use change sets to import data categories
   C. Create a separate .csv for each article type
   D. **Use the data loader to import unstructured articles**

32. 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

33. 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.**

34.   A contact center was unable to assign cases by case type before the service cloud was implemented. The director of 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

   A. **Number of cases by type by owner**
   B. Number of solutions created per agent
   C. **Number of cases in each status**
   D. Number of cases created sorted by owner

35. 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**

36. 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 the promote to article button.**
   D. Display up to three category groups to help organize questions for easy browsing.

37. Which solution can be used to improve call deflection?(Choose 3 answers)
   A. **Knowledge base**
   B. **Community forum**
   C. Assignment rules
   D. **Web chat**
   E. Case routing

38.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?

A. **Create a dashboard report to display and compare escalated cases against non–escalated cases.**
B. Create a case report with a custom summary formula to calculate the percentage of escalated cases.
C. Create a formula field on the case record to calculate percentage of escalated cases.
D. Create a daily snapshot report of all cases and calculate percentage of escalated cases.

39. 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.**

40. 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**

41. 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?
Choose 2 answers.

A. Remove filter criteria from the views
B. Restrict visibility of the views

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

42. 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

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

44. The contact center manager at universal containers 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?
   A. Private branch exchange
   B. Workforce management
   C. Interactive voice response
   D. **Skills-based routing**

45. The Universal Containers 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

Typically, with which system would the contact center integrate to provide this information to technicians in the field?

A. A workforce management system

B. A mobile enterprise application platform

C. A knowledge management system

D. An enterprise resource planning system

46. Universal Containers would like for articles to be suggested to agents based on information they are typing into the case.
What solution should a consultant recommend?

A. Enable the knowledge sidebar related list on the case page layout.

B. Create a Visualforce page called Knowledge sidebar on the case page layout.

C. Create a service cloud console and enable the knowledge sidebar on the case page layout

D. Enable the knowledge sidebar setting in the case support settings

47. 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.

48. 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.

49.Universal Containers purchased Knowledge and would like to implement it as soon as possible. What approach should a consultant recommend?

    A. **Activate the Knowledge one 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.

50.Universal Electric initiates case 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 review 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

    A. Total number of account and contact records in the database
    B. Work order and customer contact escalation requirements
    C. **Visibility and access to the work order records**
    D. **Case closure rules on the original case**
    E. **Account team relationship to the primary contact**

51. Universal Containers is implementing salesforce knowledge and immediately wants to begin building repository of frequently asked question (FAQ) encountered by contact center agents.

How can this be accomplished?

    A. Define a data category called FAQ and assign category visibility to users in contact center role
    B. **Enable Ideas for contact center agent and have them submit FAQ articles at the same time case is closed.**
    C. Create an FAQ article type and enable the submit article feature on the case close page layout.
    D. Create an FAQ article type and configure the enable suggested article option in support setting

52.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 a agent working the case.

Which solution will create and route the field service dispatch record when the case is saved?

A. Use a validation rule
B. Use a workflow rule with an action
C. Use an Apex trigger.
D. Use a case assignment rule.

53.The cost service for universal containers' contact centers has steadily increased. What solution should a consultant recommend to help reduce the cost of service?

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.

54.A customer calls the service desk at UNIVERSAL Containers. The agent assigned to the calls creates a case to capture the issue, but later realizes the caller is not eligible for support.

What solution should a consultant recommended to prevent this scenario from happening in the future?

A. Add the entitlements related list to contact records.
B. Add the assets related list contact records.
C. Add the entitlement contacts related list to account records
D. Add the service contract related list to contact records.

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

A) Workforce management and customer satisfaction score

B) Average handling time and first call resolution time

C) Agent skill-based routing and predictive dialer

D) Automatic call distributor and interactive voice response

56.Universal container wants to provide its reseller a secure portal where they can:

- manage their customer accounts
- submit and track status of their cases
- view reports and dashboards

To meet this requirements, which solution a consultant recommend:

A. Sites
B. Partner Community
C. Customer Community
D. Employee community

57.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

58.Universal containers wants to assign support agents to handle only specific interactions channels based on one of the following channel grouping

- phone
- phone & email
- social media (Facebook & Twitter)

What should a consultant recommend to accomplish this?(Choose 2 answers)

A. Create a salesforce console for service to support all channel groupings
B. create a unique case page layout for each channel grouping
C. create an agent profile for each channel grouping
D. create an agent role for each channel grouping

59.Universal containers in considering a Knowledge-Centered-Support(KCS) implementation. Which benefit can be expected from KCS adoption?(Choose 3 Answers)

A. Reduces issue resolution time
B. Optimized use of resources
C. Increased call deflection
D. Reduced support channels
E. Increased call routing accuracy

60.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