**1.** Support agents need to verify that customers are eligible to receive customer support before they can update. What object is used to verify that a customer is entitled to receive support? (Choose 2 Answers):

* A. Contacts
* B. Case History
* C. Products
* D. Service Contracts

**2.**What is the first step to use omni-channel?

* A. Enable omnichannel in setting part of setup
* B. Contact salesforce to make sure its enabled
* C. C.
* D.

**3.**Universal Containers needs to closely manage the publishing life cycle for articles in Knowledge. Article managers will be granted different publishing capabilities, from article creation through archiving published articles. How should the permissions for article managers be set up?

* A. Create public groups with article managers and assign each group to specific article actions.
* B. Create publication teams with article managers and assign each team to specific article actions.
* C. Create public groups with article managers and assign each group to specific publication states.
* D. Create publication team

**4.**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.)

* A. Customize highlight panels for all objects.
* B. Set up interaction logs and assign them to user profiles.
* C. Assign users the Service Cloud User feature license.
* D. Set up users and assign them to a queue.
* E. Customize case list views

**5.**What can support agents at AW Computing do with Salesforce Console for Service? (choose two)

* A. The can access the Salesforce Console from the Call Center app
* B. They can access the softphone pop-up from the footer instead of sidebar
* C. They can see Case, Account, and contacts tabs on one screen
* D. They can un telephony reports for average hold and talk times

**6.**Consider the steps that an admin would need to follow to create a workflow rule from the case object. Arrange in steps. A. Activate the workflow rule B. Specify the rule criteria C. Create the Workflow Rule D. Add the workflow actions

* A. A, B, C, D
* B. B, C, D, A
* C. D, B, A, C
* D. C, B, D, A

**7.**This about AW Computing Desires process for ensuring the right agent works on each case as soon as its created. Which Service Cloud feature contributed to a more efficient and automated routing process? Choose 2

* A. Case Assignment Rules
* B. Validation Rules
* C. Case Escalation Rules
* D. Case Queues

**8.**What is needed to verify or configure to properly set up web-to-case for AW Computing? Choose 2

* A. Escalation Rule
* B. Auto Response Rule
* C. Workflow Action
* D. Email Templates

**9.**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. 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

**10.**What key metric should a contact center manager use to evaluate the effectiveness of a new Service Cloud implementation? (Choose 2):

* A.  First contact resolution rate
* B.  Number of total cases handled
* C.  Total number of solutions created by agent
* D.  Average number of knowledge articles published

**11.**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

**12.**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

**13.**Universal Containers is using the Service Cloud in its contact center. The contact center manager wants to deploy Answers Community. What should a consultant recommend to integrate Answers into its Service Cloud implementation? (Choose 2):

* A.  Create a draft Knowledge article from a reply using the promote article button.
* B.  Use the close and resolve button on the case page layout to close a case and mark the question resolved.
* C.  Allow administrators and trusted community members to escalate a question into a case.
* D.  Display up to three category groups to help organize questions for easy browsing

**14.**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? Choose 1

* A.  Enable the self-service portal and generate logins for the hospital staff by region
* B.  Use cases to track the credit requests and route them to regional teams using assignment rules
* C.  Design a custom object to track credit requests and route them regionally using assignment rules
* D.  Use Web-to-Lead to capture the credit requests and assign them to regional teams using workflow rules

**15.**UC wants to provide its 20 million customers with a portal where they can:  -Submit inquires -Monitor the status of those inquiries -View their contact information.  To meet these requirements, which type of portal license would be most appropriate for the customers?

* A.  Partner portal
* B.  Service Cloud portal (Customer Community)
* C.  Enterprise admin
* D.  Sites

**16.**UC wants to ensure the contracted service level requirements for its clients are being met. What should be configured to meet this requirement?

* A.  Entitlement processes, contracts, contract line items, and entitlements
* B.  Entitlement processes, contracts, milestones, and milestone actions
* C.  Entitlement processes, contract line items, milestones, and entitlements
* D.  Entitlement processes, milestone, milestone actions, and entitlements

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

* A. Use the data loader to import unstructured articles
* B. Use change sets to import data categories
* C. Map articles with HTML sections to rich text area fields
* D. Create a separate .csv file for each article type

**18.**A company has a requirement to keep all emails behind their firewall, they have 200 agents. What should they use?

* A.  Email to Case
* B.  On Demand Email to Case
* C.  Web to Case
* D.  Community

**19.**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?

* 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 CTI toolkit.

**20.**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? Choose 2 answers:

* A.  Create case teams and introduce swarming to resolve cases
* B.  Enable the Service Cloud console and Knowledge sidebar for agents
* C.  Enable and use Chatter feed tracking in the case object
* D.  Create escalation rules to re-assign cases after SLAs have expired

**21.**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:

* A.  Average customer satisfaction score by case
* B.  Average number of activities per case
* C.  Average number of articles attached to a case
* D.  Total number of cases by origin

**22.**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

**23.**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?

* A. Automatic call distributor and interactive voice response
* B. Workforce management and customer satisfaction score
* C.  Average handling time and first call resolution time
* D.  Agent skill-based routing and predictive dialer

**24.**Universal containers purchased knowledge and would like to implement it as soon as possible. What approach should a consultant recommend? Choose 1

* A.  Create a knowledge visual force component within the service cloud console.
* B.  Create a knowledge visual force component on the case detail page.
* C.  Activate the knowledge sidebar within the service cloud console.
* D.  Activate the knowledge sidebar on the case detail page.

**25.**For which purpose should a contact center use visual workflow?

* A.  To escalate a case to the support manager if it has been open for more than 72 hours.
* B.  To automatically assign cases to a specific queue based on the customer support level.
* 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.

**26.**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?

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

**27.**The business and IT leaders at UC have agreed to implement Information Technology Infrastructure Library (ITIL) for its IT Help Desk. Which benefits will result from a successful ITIL implementation? Choose 3 answers:

* A.  Aligning IT and the business which allows IT to better understand current and future needs of the business
* B.  Delivering IT services that are focused on functionality rather than usability
* C.  Setting customer expectations with predictable processes that are consistently used by the organization
* D.  Create service levels between IT and the business to provide value at an agreed upon cost
* E.  Achieving cost savings by utilizing operational resources only for the duration of the project implementation

**28.**Customers can contact universal appliances to report problems with their appliances within 30days of delivery. Support agents need quick-view-only access to an external database that stores over 100000 known product bugs logged by the product engineers. Which solution should a consultant design to meet this requirement? Choose 2 answers:

* A.  Use SOAP API to integrate the external database with salesforce.
* B.  Use Bulk API to load the product bug data into salesforce.
* C.  Display product bug data in salesforce via visual force page.
* D.  Create a custom product bug object and import the data into salesforce

**29.**UC 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 setting in the case support settings
* 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 related list on the case page layout

**30.**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, an agent needs to contact the customer to review the activities. -Cases can only be closed after the customer review has been completed.  UE 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:

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

**31.**Integrate with Facebook and Twitter, monitor negative posts.

* A. Use TwitterForce
* B. Use Salesforce and Google Analytics
* C. Use Social Hub
* D.

**32.**UC is developing its strategy for social customer service. It would like to build a business case to fund a larger investment in social media and have a dedicated social media support team. The company's requirements include the ability to:  -Monitor Facebook fan page for new posts from customers.  -Link new posts to an existing customer record.  -Respond to posts from the existing Service Cloud console.  What should UC do immediately to begin providing social customer service?

* A.  Create a Force.com app for Facebook monitoring
* B.  Install Salesforce for Facebook and Twitter
* C.  Enable Salesforce social profiles on contacts
* D.  Integrate Facebook to its existing customer portal

**33.**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?

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

**34.**Universal containers want support agents to have the ability to work on multiple cases at the same time. What should a consultant recommend to meet this requirement?

* A.  Configure and utilize the service cloud console.
* B.  Configure and utilize the agent console.
* C.  Create a visual force page to display multiple cases.
* D.  Open multiple salesforce windows at the same time.

**35.**Which document should be created to support the initial planning phase of an implementation project? (Choose 2):

* A.  Requirements traceability matrix
* B.  Solution design document
* C.  Project milestones
* D.  Project kickoff presentation

**36.**Universal containers has implemented salesforce knowledge and the service manager wants to encourage agents to knowledge base. Which metric should the service manager monitor?

* A.  Number of customer ratings
* B.  Number of approved articles
* C.  Number of article votes
* D.  Number of archived articles

**37.**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?

* A.  Assign team-based roles to the associated product article types
* B.  Assign team-based profiles to the associated product article types
* C.  Assign team-based roles to the associated product data category value
* D.  Assign team-based profiles to the associated product data category value

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

* A.  To provide best practices for continuity plans
* B.  To provide information regarding planned maintenance
* C.  To provide live and historical data on system performance
* D.  To provide online security threat information
* E.  To provide live support for system and data backup

**39.**What support strategy will enable an organization to improve its overall capability for handling customer support inquires without increasing the number of call center agents?

* A.  Computer telephony integration.
* B.  Knowledge-centered support.
* C.  Facebook integration.
* D.  Entitlement management

**40.**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?

* A. Interactive voice response
* B.  Skills-based routing
* C.  Workforce management
* D.  Private branch exchange

**41.**Universal containers contact center is experiencing increased call volumes due to a growing product portfolio. What is the recommended strategy to allow the contact center to handle the increased customer inquiries more efficiently?

* A.  Make contact center representatives accessible 24/7 to distribute the call volume.
* B.  Redirect users from the company site to social media forums about the products.
* C.  Hire contact center representatives that specialize in each of the product categories.
* D.  Make knowledge base articles and community answers accessible on its website.

**42.**What is the capability of case feed?

* A.  Add custom visual force pages to the case feed page layout.
* B.  Enable call control using the CTI case feed publisher.
* C.  Embed case feed functionality within a visual force page.
* D.  Switch from case feed to standard detail pages using a console component

**43.**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

**44.** Universal containers want to identify potential delays in the customer support process. Which metric should the contact center management analyze?

* A.  Open cases by reason.
* B.  Cases created by type.
* C.  Average case stage duration.
* D.  Case volume by channel.

**45.**UC wants to reduce incoming support phone call volume. What action can be taken to meet this requirement? Choose 2 answers:

* A.  Implement Service Cloud console to support agents
* B.  Leverage Live Agent for web-based chat
* C.  Enable service contracts and entitlements
* D.  Implement Salesforce Knowledge on a portal

**46.**The UC contact center offers support via email, the Internet, and a Service Cloud 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 answers:

* A.  Number of cases closed by a self-service user
* B.  Number of IVR inquiries without agent involvement
* C.  Number of cases created using portal
* D.  Average call handle time by team

**47.**What solution should a consultant recommend while designing a plan to decrease a company's cost per call? (Choose 2):

* A.  Increase the Call-to-Order ratio
* B.  Use integrated voice response
* C.  Bypass entitlement verification
* D.  Use suggested Knowledge articles

**48.**What are the steps you would take before you do an article migration? (Choose 2):

* A.  Create fields and article types
* B.  Create the zip file with html, rich text field
* C.  Create data categories
* D.  Option4

**49.**Universal Containers wants to track customer satisfaction (CSAT). Which solution will automate the process for support agents to survey customers when cases are closed?

* A.  Enable the case survey object for the customer portal
* B.  Utilize an AppExchange package to handle customer surveys
* C.  Create a validation rule for case survey email templates
* D.  Modify the user interface settings for the case survey sidebar

**50.**A customer analyzed its historical cases and found that over 50% of cases were created by users who forgot their passwords. Which action will reduce the amount of time that agents spend resolving these cases?

* A.  Create a workflow rule to increase case priority for cases involving a forgotten password.
* B.  Create a case assignment rule to assign all cases to a dedicated agent who resets passwords.
* C.  Create an Apex trigger to reset the user's password if the case description contains the word forgotten.
* D.  Create an auto-response rule and email template with details on how users can reset their passwords.

**51.**A contact center agent needs to respond privately to a Facebook post on the fan page. The post has been converted to a case using salesforce for Twitter and Facebook. How can the agent respond privately to the customer?

* A.  The agent can post privately on Facebook for salesforce.
* B.  The agent must change the case status before replying.
* C.  The agent must invite the customer to another channel.
* D.  The agent must use the Send private Message button on the case

**52.**Universal containers wants to streamline the troubleshooting process for inbound phone calls using visual workflow. A call greeting script to be created to perform the following: • Prompt agent to ask for the caller's geographic region. • Allow the agent to select a region from the picklist in the accounts object. • Present a list of services available in that region to the agent. What visual workflow element should a consultant use to accomplish this? Choose 3:

* A.  Record update
* B.  Assignment
* C.  Screen
* D.  Decision
* E.  Record create

**53.**A case has not been closed even after 30 days, but those cases can be closed in 7 days. What should the consultant do to overcome this?  Choose 2 answers:

* A. Use auto response rule to send an email.
* B. Use escalation rule to send an email.
* C.  Supervisors to investigate those cases.
* D.  Identify those cases and assign to the closure team.

**54.**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. Enable Chatter Messenger for the organization
* B.  Enable Live Agent for the organization
* C.  Create user profiles on permission sets
* D.  Create an iframe to display the chat window

**55.**What can universal containers do to reduce costs and immediately improve contact center agent productivity? (Choose 2):

* A.  Streamline the agent interface.
* B.  Enable templates for written responses.
* C.  Offer supports through Facebook and Twitter.
* D.  Implement team productivity dashboards.

**56.**Which method can be used to route social media inquiries with Salesforce using Salesforce for Twitter and Facebook?

* A.  Enable social profile and add assignment rules to the case object
* B.  Enable social profile and add workflow rules to the contact object
* C.  Use Twitter-to-Case and add workflow rules to the case object
* D.  Use the routing queues provided with Salesforce for Twitter and Facebook

**57.**What process is a use case for Visual Workflow? Choose 3 answers:

* A.  Field validation during case creation
* B.  Caller verification and creation of a new case
* C.  Decision-based troubleshooting for representatives
* D.  Assignment of email to a case queue based on subject
* E.  Cross-sell promotions for representatives

**58.**UC has a telemarketing contact center with agents who cold-call prospects and follow-up on prospects that have been routed to them. Which metric should UC consider when designing the contact center? Choose 2 answers:

* A.  Number of closed cases
* B.  Number of lead referrals
* C.  Number of attempts to contact
* D.  Number of outbound calls per day

**59.**Which Service Cloud tool requires the least agent involvement to resolve a customer issue?

* A.  Salesforce for Twitter
* B.  Live Agent
* C.  Salesforce Knowledge
* D.  Open CTI

**60.**The IT help desk at UC is divided into two tiers to handle escalations. The company would like to improve the collaboration among help desk agents and reduce the number of issue escalations. What solution should a consultant recommend?

* A.  Enable Chatter on Knowledge articles
* B.  Allow agents to add comments to each other's cases
* C.  Use Chatter Answers for the help desk
* D.  Create a Chatter group for the help desk

**61.**UC is configuring the Service Cloud console to provide a unified desktop for agents. Which solution would require custom application development? Choose 3 answers:

* A.  Displaying real time visual indicators when lists and records are changed
* B.  Displaying a technical diagram of a registered product related to the case
* C.  Creating a button to send an email response and re-queue the case
* D.  Displaying basic data from a legacy enterprise resource planning system
* E.  Providing a Knowledge sidebar to suggest a solution related to the case

**62.** 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 25 MB
* B. Accepts attachments from emails
* C. Handles more than 10,000 emails a day
* D.  Requires the use of Transport Layout Security (TLS)

**63. W**hat metric should a contact center manager consider to measure adoption of Salesforce Knowledge? Choose 2 answers:

* A.  Number of cases escalated by agent
* B.  Number of articles created by agent
* C.  Number of solutions created by agent
* D.  Number of articles attached to a case

**64.**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 for the slide type
* D.  Set up the article actions and assign publishers to each action
* E.  Set the publication status of the article to draft status

**65.**UC is in the process of implementing Service Cloud. In which order should the data be migrated?

* A.  Users, accounts, contacts, cases
* B.  Accounts, contacts, cases, users
* C.  Users, contacts, accounts, cases
* D.  Accounts cases, users, contacts

**66.**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?

* A.  Create a custom web service to handle invoice inserts and updates from the billing system
* B.  Create a custom tab of type URL that displays a search page from the billing system
* C.  Import payment data into Salesforce and add to the contact page layout related list
* D.  Create a Visualforce page that retrieves payment information via a Web Service callout

**67.**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.  Add development resources to the project team to build out the additional requirements
* B.  Document the requirements gap and communicate development options to the project team
* C.  Adjust the project scope to accommodate the new requirements and continue with original project schedule
* D. Adjust the dates in the project plan to account for the additional requirements and communicate the new timeline.

**68.**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?

* A.  A workforce management system
* B.  A third-party mobile application platform
* C.  A knowledge management system
* D.  An enterprise resource planning system

**69.**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?

* A. Milestones
* B. Cases
* C. Assets
* D. Service contracts

**70.**UC wants to use the Service Cloud console and Computer Telephony Integration (CTI) with its contact center infrastructure. The telephony vendor has verified that its current infrastructure supports integration with Salesforce. What must be taken into consideration to meet this requirement?

* A.  The CTI adapter supports the Service Cloud console push notifications for field or record changes
* B.  The number of intended Service Cloud console apps will not exceed the CTI adapter limits
* C.  The CTI adapter must be developed using the CTI Toolkit version 3.0 or higher or Open CTI
* D.  The CTI adapter requires the Service Cloud console highlights panel for Softphone control

**71.**UC's service center needs to provide support for a new product line. The product manager would like to be notified whenever a customer reports a new defect. Which solution should a consultant recommend to meet this requirement?

* A.  Use Chatter case feed and case teams to monitor cases
* B.  Use an escalation rule to move cases into the product manager queue
* C.  Use a workflow rule to send an email to the product manager
* D.  Use an assignment rule to assign new cases to the product manager

**72.**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?

* A.  Add a data category to indicate content type and enable workflow rules.
* B.  Use a Visual Force page to enable more granular search filtering.
* C.  Create article types for each content type and implement an approval process.
* D.  Create article types for each business unit and have supervisors review articles.

**73.**UC 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?

* A.  Use workflow rules to send an email to the customer
* B.  Use escalation rules to assign the case to a case queue
* C.  Use auto-response rules to send an email to the customer
* D.  Use assignment rules to assign the case to a case queue

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

* A.  Knowledge articles attached to the case.
* B.  Contract details related to the entitlement.
* C.  Products and assets associated to the case.
* D.  Articles appearing in the knowledge sidebar.

**75.**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

**76.**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

**77.**Universal Containers needs to set up a customer portal to provide customers with a self-service option for support. Which capability can Universal Containers provide its customers via the customer portal? (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

**78.**A customer has recently implemented an on premise telephony system that is common in the industry. This customer recently purchased Salesforce licenses and is planning to integrate these two systems. What option should a consultant recommend?

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

**79.**UC's contact center management wants to enhance its Service Cloud implementation and deploy a solution that will better assist its service agents and customers in troubleshooting and resolving issues. The contact center manager has outlined the following requirements:  -Provide content categorization for easier navigation -Searching, and visibility -Shorten agents' issue resolution time by suggesting relevant content.  -Establish a publication lifecycle process based on industry leading practices.  -Ensure the solution is tightly integrated with Service Cloud console and Live Agent.  What Salesforce solution should a consultant recommend?

* A. Content
* B. Knowledge
* C.  Solutions
* D.  Chatter

**80.**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.  Enable Live Agent to handle incoming service inquiries.
* C.  Enable Ideas in a Service Cloud portal.
* D.  Create auto-response templates for emails.

**81.**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?

* A.  Data loader, change sets, and Force.com Excel Connector
* B.  Force.com migration tool, Force.com IDE, and change sets
* C.  Visual Workflow, data loader, and Force.com IDE
* D.  Mass Transfer Records, change sets, and Force.com migration tool

**82.**Universal containers has four internal divisions that use salesforce knowledge. Compliance requirement indicate that each division should only have access to its own articles when performing a search. What solution should a consultant recommend to meet the requirements?

* A.  Create a single data category group for each division and provide access using role hierarchy.
* B.  Create a sharing rule for each division to provide access using role hierarchy.
* C.  Create a sharing rule for each division to provide access based on criteria of the article.
* D.  Create a separate data category groups for each division and assign the category to a division profile.

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

* A.  Original creation date and average rating of articles
* B.  Last modified date and frequent search terms
* C.  Last modified date and number of recent article views
* D.  Original creation date and total number of article views

**84.**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 answers:

* A.  Enable agents to transfer calls to other agents.
* B.  Cross-train agents on both product lines.
* C.  Prioritize customer calls based on their SLA.
* D.  Implement a customer self-service portal

**85.**Which feature of Solutions applies to AW Computing's Service Cloud implementation?

* A.  Solutions can be categorized to improve search results
* B.  Solutions can only be assigned to one category
* C.  Solutions can be exposed to customer access from sites and portals
* D.  Solutions require additional licenses with the Service Cloud.

**86.**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):

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

**87.**What is the primary function of a private branch exchange (PBX)?

* A.  To receive multiple calls at one time
* B.  To use speech recognition to direct calls
* C.  To report the caller's background information
* D.  To route calls to different agents

**88.** Universal containers 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?

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

**89.**Support engineer 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 related list on the case
* B.  Create a custom report
* C.  Create a custom view on the Case tab
* D.  Create a custom Visualforce page

**90.**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?

* A. Computer Telephony Integration
* B. Interactive Voice Response
* C. Automatic Call Distribution
* D.  Order Management System

**91.**UC, a new Salesforce customer, needs its millions of consumers to have public access to knowledge on it corporate website. The consumers also need the ability to login to create, update and read historical cases. Which product and license type would meet all of these requirements?

* A.  Force.com Sites and High-Volume Customer Portal
* B.  Force.com Sites with Knowledge and Email-to-Case
* C.  Force.com Sites with Knowledge and Web-to-Case
* D.  Visualforce and Self-Service Portal

**92.**Universal containers would like to provide their contact center agents with a map image of their customs location based on shipping address of their account record. What should a consultant recommend as part of the solution?

* A. A Visualforce map component on the Account Page
* B. A custom tab of type URL that displays a map image of customer location
* C. A Web Service call-outs that retrieves map details from the backend system.
* D. An outbound message to a middleware platform to provide map details

**93.**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?

* 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

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

* A.  Implement service cloud portal with knowledge.
* B.  Implements partners' portal with knowledge.
* C.  Implement enterprise admin portal with content.
* D.  Implement service cloud portal with content

**95.**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.  Create a private Chatter group with customers and invite key individuals to join the group.
* 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.  Build a repository of Knowledge articles related to integration and share it with the customer.

**96.**Which element is true regarding a prebuilt Salesforce computer telephone integration (CTI) adapter for different telephone systems? Choose 2 answers:

* A. It is an intermediary between a telephony system and a Salesforce call center user
* B. It allows voicemails to be captured and stored as attachments on cases
* C. It is a server-based software program that controls the behavior of a Salesforce SoftPhone
* D. It utilizes the Softphone capability from within the Salesforce application

**97.**Universal Containers staffs its contact centers to allow for up 20 % of the total case volume to be escalated. The contact 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 case report with a custom summary formula to calculate the percentage of escalated cases.
* B.  Create a dashboard report to display and compare escalated cases against non-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.

**98.**Universal containers will be launching a telesales contact center. What should be considered in the design? Choose 2 answers:

* A.  Performance for high volume of interactions.
* B. Strategies to maximize call deflection
* C.  Integration with field service teams and applications
* D.  Integration with Lead Generation teams and applications.

**99.**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 answers):

* 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

**100.**Customer service center has agents who are fluent in Spanish. They would like to route cases to them based on the language of the text. What would a consultant recommend to implement this?

* A.  omni-channel
* B.  public groups
* C.
* D.

**101.**Universal Containers has taken 200,000 cases from their legacy ticketing systems and loaded them into Salesforce last week. Their last backup was 90 days ago. What do you recommend UC do to resolve their issue?

* A. Call Salesforce to roll back
* B.  Manually correct the records
* C.  Use data loader to delete the records
* D.  Use the back up from 90 days ago

**102. W**hat is not one of the four concepts of KCS (Knowledge Centered Service)

* A. Create content as a by-product of resolving issues
* B.  Evolve Content
* C.  Develop a knowledge base
* D.  Critique those providing content
* E.  Reward Sharing, learning collaboration

**103.**Universal Containers (UC) plans to implement Salesforce Knowledge for its U.S. Call Center to assist agents in providing customer support. Which three options should UC consider when planning its implementation?

* A.  What types of information they need to publish.
* B.  Who can approve and manage the information published.
* C.  How information should be categorized.
* D.  Where call center support agents are located.
* E.  When the knowledge maintenance window is available.

**104.**Universal Containers wants to use a sandbox with real data in it. Which Sandboxes three would you recommend   ( 03 Answers)

* A.  Test Sandbox
* B. Test Sandbox
* C.  Full Sandbox
* D. Partial Sandbox
* E.  Developer Pro

**105.**Universal Containers wants to make quick deployments based on evolving priorities. What methodology would you recommend:

* A.  Kanban
* B.  Agile
* C.  Waterfall
* D.  Six Sigma
* E.  RAD

**106.**Set the order in the data load procedure in the rights sequence:

* A. Prepare, Plan, Test, Execute, Validate
* B.  Plan, Prepare, Test, Execute, Validate
* C.  Plan, Prepare, Validate, Execute, Test
* D.  Prepare, Plan, Validate, Execute, Test

**107.**Which task should be included in a business continuity plan for a contact center? (There are three correct answers.)

* A. Route cases to agents in an alternate center.
* B. Disable the Interactive Voice Response (IVR) system.
* C. Deliver training on case handling for contingent staff.
* D.  Update the case status field values.
* E.  Monitor service level agreements (SLAs) and notify customers.

**108.**Which features of Salesforce Knowledge are true when implementing Service Cloud (choose two)

* A. Support agents can see which article version was shared with a customer
* B. A support agent can create an article while still working on a case
* C.  Solution categories allow for more readable, consistent, and relevant articles
* D.  Licensing for Solutions provides the ability to expose articles to customers on a website

**109.**What can you do to reduce clicks for service people in the console?

* A.  Macros
* B.  Keyboard shortcuts
* C.  Pre-live agent form
* D.  Quick Text

**110.**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 answers):

* 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

**111.**UC is implementing the Service Cloud console. Which capability of the Service Cloud console can the company use to improve its contact center performance? Choose 2 answers:

* A.  Allows Chatter Messenger to be used between agents
* B.  Displays records and their related items as tabs on one screen
* C.  Indicates when records and lists are changed by others
* D.  Is available for users in the partner portal

**112.**Universal containers is experiencing system timeouts for social customer. What should a consultant recommend to improve the performance of the reports? Choose 2 answers:

* A.  Remove unnecessary columns from the reports.
* B.  Remove formula fields from filter criteria.
* C.  Remove data boundaries from filter criteria.
* D.  Remove dashboards based on long-running reports.

**113.**A universal container wants to measure the efficiency of its contact center. Which metric should the contact center manager analyze? Choose 3 answers:

* A.  Number of closed cases with articles attached.
* B.  Average number of days to close cases.
* C.  Number of open cases per day.
* D.  Number of new customers added.
* E.  Number of cases escalated.

**114.**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:

* A.  Number of calls offered
* B.  Agent utilization
* C.  Schedule adherence
* D.  Quality monitoring score

**115.**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.  @mention the SMEs on the case Chatter feed and follow the case
* B.  Bookmark all the comments related to the issue from the SMEs
* C. Use hashtag (#) to track the customer case and SMEs comments
* D.  Follow the SMEs to receive automatic updates when they add case comments

**116.**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:

* A. Knowledge search query with no results
* B.  Number of knowledge articles in each category
* C.  Knowledge articles with the lowest rating
* D.  Knowledge articles created by call center agents

**117.**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 answers:

* A.  Salesforce reporting speed may be affected
* B.  Related lists on the case object may be slow to populate
* C.  The Salesforce or may be slow during the data migration
* D.  Results may be slow when searching for records

**118.**Universal Containers is transitioning from a legacy service and support system to salesforce. What is a recommended way to migrate and cleanse the data?

* A.  Upload the data into salesforce and then run the native de-dupe tool.
* B. Cleanse the data outside of salesforce and then migrate the data.
* C.  Use the salesforce import wizard to load and cleanse the data.
* D. Use salesforce data loader to load and cleanse the data.

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

* A.  Uncovers gaps in the knowledge base
* B.  Reducing incoming call volume
* C.  Replaces the need for an email channel
* D.  Eliminates tracking of customer entitlements

**120.**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:

* A.  Assignment, escalation, and workflow rules are processed on inbound emails
* B.  Only one inbound email address can be used for Email-to-Case
* C.  Follow-up emails and attachments related to a case are attached to the case
* D.  Follow-up emails related to a case will update the case comments

**121.**The Universal Container'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. What could the company do to address this situation? Choose 2 answers:

* A.  Create a dashboard that includes articles submitted by agents and approved for publication.
* B.  Measure and reward agents based on the number of new articles approved for publication.
* C.  Require agents to check a box on the case when submitting a new suggested article.
* D.  Measure and reward agents based on the number of new articles submitted for approval.

**122.**Universal containers is migrating from a legacy system to the service cloud. The company currently tracks entitlements as agreements in its legacy system. The legacy system will be archived and unavailable after go-live. Agents will need easy access to 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.

**123.**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?

* A.  Create a workflow rule to send an email to support managers when a case is created and assigned to queues.
* B.  Assign case to queues and use escalations rules to escalate cases that have NOT been accepted by an agent
* C.  Create a workflow rule to assign a task to all a members of a queues if a case has NOT been accepted by an agent
* D.  Use case auto-response rules to send an email to support managers within one hour of case creation.

**124.**UC wants to create a process to verify that customers are eligible for support before a case is created. 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 specify unique service levels for each customer
* B.  Ability to prompt callers for the service contract number with IVR menus
* C.  Ability to determine if a customer has escalated a case in the past
* D.  Ability to enforce service levels with time-dependent processes

**125.**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):

* A. Escalation rules
* B. Case teams
* C. Workflow rules
* D. Auto-response rules

**126.**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.  Create a salesforce console for service and enable the knowledge sidebar on the case page layout.
* B.  Enable the knowledge sidebar setting in the case support settings.
* C.  Create a visualforce page called knowledge sidebar on the case page layout.
* D.  Enable the knowledge sidebar related list on the case page layout.

**127.**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.  First call resolution
* B.  Customer satisfaction survey
* C.  Average handle time
* D.  Service-level agreement

**128.**Sales engineer needs visibility to list field edits, emails, case comments, and related objects on ONE page. How can this be achieved?

* A.  Customer view of case tab
* B.  Custom Visual force page
* C.  Custom report
* D.  Custom related list

**129.**Universal Containers 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:

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

**130.**A contact center 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:

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

**131.**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?

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

**132.**Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which benefit can be expected from KCS adoption? Choose 3 answers:

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

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

* A. Chatter groups for customer
* B.  Mobile access to case information
* C.  Visibility into service entitlements
* D.  Predictive dialer for outbound call

**134.**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?

* A.  Contact list view edit time
* B.  Contact report run time
* C.  Contact view page load time
* D.  Contact related list load time

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

**136.**Universal containers wants to provide its 20 million customers with a portal where they can:  Submit inquiries  Monitor the status of those inquiries  View their contact information  To meet these requirements, which type of portal license would be most appropriate for the customers?

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

**137.**Universal containers is developing its strategy for social customer service. It would like to build a business case to find a larger investment in social media and have a dedicated social media support team. The company's requirements include the ability to:  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,  Create and link social person to contacts  What should universal containers do immediately to begin providing social customer service?

* A. Enable Social Customer Service
* B. Enable salesforce social profile on contacts.
* C. Create a force.com app for Facebook monitoring.
* D. Integrate Facebook to its existing customer community

**138.**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:

* A. Configure entitlements and milestones to enforce SLAs
* B. Hire more agents for the contact centers
* C. Improve the training provided to existing agents
* D. Track social sentiment across social media outlets

**139.**Universal containers contact center has experienced as increased number of customer questions due to a growing product portfolio. What should a consultant recommend to minimize the need to hire more agents? Choose 2 answers:

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

**140.**Universal container support manager wants to share product specific information with their customers using communities. Choose 3 Answers:

* A. Publish articles to external channels
* B. Assign article types to the communities.
* C. Enable public solutions
* D. Configure content library permissions
* E. Enable article deliveries

**141.**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:

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

**142.**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?

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

**143.**Universal containers are developing a business continuity plan for their contact center. What should the company consider? Choose 2 answers:

* A. Recovery point objective
* B. Criteria for plan activation
* C. Open access to systems
* D. Site consolidation

**144.** Universal Containers has determined that case list views are slow to load because of the large number of cases in the system. Which action will improve the performance of the list views? Choose 2 answers:

* A. Filter the views by case owner.
* B. Remove filter criteria from the views.
* C. Restrict visibility of the views.
* D. Reduce the number of fields displayed.

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

* A. Email-to-Case
* B. Web-to-Case
* C. On-Demand Email-to-Case
* D. Customer Chatter groups

**146.**UC 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?

* A. Assign a global team of experienced agents and leaders to create a common design template and report structure
* B. Recommend utilizing out-of-the-box functionality to reduce cost and ensure one worldwide process and reporting
* C. Assign teams in each major contact center to design a solution unique to its needs and have an analyst build a combined report
* D. Recommend that the VP of Worldwide Support design a global template to provide a clear vision and standardization

**147.**A team of publishers has created and published articles in Salesforce knowledge. The manager of the help desk describe articles are useful to agents. Which reports can the help desk manager use to determine the quality of the articles? (Choose 2 answers):

* A. Report on the articles followed in Chatter
* B. Report on agent ratings on articles
* C. Report on agent feedback on articles
* D. Report on the articles attached to cases

**148.**What is a common deflection technique to reduce the number of interactions for a contact center? (Choose 2 answers):

* A. Recommend articles during a call for a support agent
* B. Suggest articles for a web-to-case question
* C. Suggest articles for an email-to-case question
* D. Recommend articles prior to a Live Agent session

**149.**KCS (knowledge centered support)-what is it? (Choose 2 Answers):

* A. Standard for managing customer support and delivery
* B. Method for social media management
* C. Share knowledge with the business partners
* D. Process for creating and maintaining knowledge

**150.**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?

* A. Implement salesforce radians 6 with filters against the company's twitter account and assign new cases to twitter queue
* B. Configure Salesforce Twitterforce and workflow rules for negative product sentiments that automatically create a contact and a case.
* C. Configure Salesforce social hub workflow for negative sentiments that automatically creates a contact and a case
* D. Integrate Service cloud with Google Analytics and use workflow rules for case and contact creation based on key values

**151.**Which native Service Cloud solution is used for case satisfaction surveys?

* A. Create a Web-to-case form with a custom case type of survey.
* B. Enable the case survey option on the case object.
* C. Enable the case survey auto-response rule.
* D. Check the survey option in the case settings.

**152.**UC 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 UC measure case escalation?

* A. Create a case report to show all cases across tiers filtered by an escalation flag.
* B. Create an approval process to ensure only the appropriate cases get escalated.
* C. Create a case report to show the number of cases for each tier and sort them by case owner.
* D. Create a custom trigger to generate history when cases get escalated between tiers

**153.**Which solution can be used to improve call deflection? (Choose 3 Answers)

* A. Community forum
* B. Web chat
* C. Knowledge base
* D. Assignment Rules
* E. Case Routing

**154.**Universal Containers 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. How should a consultant recommend that Knowledge be configured? (Choose 3 answers):

* A. Configure workflow rules for each data category
* B. Configure article types for each kind of content
* C. Define approval processes for each article type
* D. Define approval processes for each product
* E. Configure data category values for each product

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

* A. Creating content as a result of solving issues
* B. Rewarding learning, collaboration, sharing, and improving
* C. Evolving content-based product lifecycles
* D. Developing a knowledge base on the experience of an individual

**156.** 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. Create a Knowledge Visualforce component on the case detail page.
* C. Activate the Knowledge sidebar on the case detail page.
* D. Create a Knowledge Visualforce component within the Salesforce Console for Service

**157.**What is a characteristic of Visual Workflow? (Choose 3 answers):

* A. Elements can be used to update fields in the database
* B. Apex code must be used to pass data to legacy systems
* C. Apex code must be used to update fields in the database
* D. Only one version of a flow can be activated at a time
* E. Elements can be used to pass data to legacy systems

**158.**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 Answers):

* 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 agents to create their own personal articles
* E. Enable article customization for open cases

**159.**Universal containers customer support management wants to provide proactive communication to customers who are likely to provide low customers satisfaction (CSAT) scores. What customer-related metric should the customer support management analyze? (Choose 2 Answers)

* A. Escalated cases by account month to date.
* B. High priority cases opened by account month to date.
* C. Time spent by account year to date
* D. New cases opened by the account channel

1. Customer support agents want the ability to view customer-related information along with case information on all cases except product-related cases. For product-related cases, the agents want to view product information alongside case information. How should the console be configured to satisfy the requirement? (one answer)
   * A. Train users to scroll through the case page layout to look for product-related information or customer-related information based on case type.
   * B. Create separate record types and page layouts for product-related and other cases and configure console components to show customer- or product-related information. Assign record type based on case type
   * C. Configure both customer- and product-related information under console components in the case page layout. Hide the product-related information if the cases are NOT product related
   * D. Configure two consoles for agents: one for product-related cases and one for other cases. Allow agents to choose console based on case type

1. **2.**In order to satisfy the internal Enterprise Security requirements, Universal Containers would like to conduct a Disaster Recovery and Business Continuity exercise with Salesforce. This will involve taking the production copy and making sure agents can work from the production copy until production is restored. The results of the exercise are provided to Enterprise Security as part of the annual audit. What should a Consultant recommend to support this exercise? (one answer)
   * A. Use a Developer Pro sandbox for the DR exercise.
   * B. Allow the exercise to be done in a Production instance.
   * C. Use a Partial sandbox for the DR exercise.
   * D. Use a Full copy sandbox for the DR exercise

1. **3.**Universal Containers wants to deploy Live Agent as a new support channel, and wants its Support Agents to be able to respond to chats quickly. Which two features should a Consultant recommend? (Choose 2 answers)
   * A. Deploy Pre-Chat Form
   * B. Configure LiveMessage
   * C. Activate quick text
   * D. Create quick actions

1. **4.**Universal Containers has Tech Support and general Customer Support teams that use unique Service Console applications. Which two configurations should a Consultant use when deploying the console? (Choose 2 answers)
   * A. Assign users a Sharing Rule with access to the service console app
   * B. Assign users a Profile with access to the service console app
   * C. Assign users a Permission Set with access to the service console app
   * D. D. Assign users to a Public Group with access to the service console app

1. **5.**The Support Manager at Universal Containers has determined that there are five common case types that are always resolved during the first call. Additionally, the Support Manager notices that Support Agents are sending similar emails to the customer for each case. Which three solutions can a Consultant implement to minimize the time it takes a Support Agent for these cases? (Choose 3 answers)
   * A. Implement Email-to-Case
   * B. Implement Macros
   * C. Implement Quick Text
   * D. Enable the Support Process for default email templates
   * E. Enable the Support Setting for default email templates

1. **6.**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 to this scenario? (one answer)
   * A. Recommend that VP of Worldwide Support design a global template to provide a clear vision and standardization
   * B. Recommend utilizing out-of-the-box functionality to reduce cost and ensure one worldwide process and reporting
   * C. Assign teams in each major contact center to design a solution unique to its needs and have an analyst build a combined report
   * D. Assign a global team of experienced agents and leaders to create a common design template and report structure

1. **7.**Universal Containers’ customer support management wants to provide proactive communications to customers who are likely to provide low customer satisfaction (CSAT) scores. Which two customer-related metrics should the customer support management analyze? (Choose 2 answers)
   * A. New cases opened by account channel
   * B. Escalated cases by account month-to-date
   * C. Time spend by account year-to-date
   * D. High priority cases opened by account month-to-date

1. **8.**Universal Containers is using the Lightning Service Console for managing cases and wants to add a softphone to enable click-to-call capability. Which three configurations are needed for the softphone to work in Salesforce? (Choose 3 answers)
   * A. Install an adapter from AppExchange to work with third-party CTI system
   * B. Assign the Salesforce CTI license to Salesforce users
   * C. Enable Live Agent in their community to chat with an agent
   * D. Assign the correct Salesforce users to the Call Center
   * E. Create a softphone layout and assign to user profiles

1. **9.**Universal Containers’ customers are encouraged to submit web cases when they find errors or omissions in product documentation. The information is captured in a case with ‘Errata’ record type. The Technical Writing Manager would like to send an email to the customer that includes details of the correction process. What should a consultant recommend to meet this requirement? (one answer)
   * A. Create a workflow rule and email alert that sends an email to the case contact when a case with ‘Errata’ record type is created
   * B. Create an Apex trigger that sends an email to the case contact when a case with ‘Errata’ record type is created
   * C. Create an Auto-response rule that sends an email to the case contact when a case with ‘Errata’ record type is created
   * D. Create an assignment rule that sends an email to the case contact when a case with ‘Errata’ record type is created

1. **10.**Universal Containers’ Tier 1 Support Call Center has realized an increasing call volume on a new product line. In addition, the Tier 1 Agents are having trouble resolving issues and have been escalating to Tier 2 for support. What should a Consultant recommend to reduce the call volumes and escalations? (one answer)
   * A. Configure IVR routing to bypass Tier 1 for the product line
   * B. Configure Omni-channel to assign cases directly to Tier 2
   * C. Create a Dashboard to track and manage call volumes by type
   * D. Create Knowledge Articles and publish internally and publicly

1. **11.**Universal Containers requires that users have the ability to view specific cases, as determined by the product type field on the case. When a case is created or closed, an email should be sent only to users who have access to the case. Which two features should a consultant recommend to meet these requirements? (Choose 2 answers)
   * A. Process Builder
   * B. Escalation rules
   * C. Case teams
   * D. Auto-response rules

1. **12.**The Service Desk at Universal Containers is considering implementing a Service Console and is considering using Lightning Experience. Which three features are available **only** in Classic? (Choose 3 answers)
   * A. Dynamic list updates
   * B. Keyboard Shortcuts
   * C. Multi-monitor support
   * D. Quick Text
   * E. Case hover

1. **13.**Universal Containers’ contact center has experienced an increased number of customer questions due to a growing product portfolio. Which two solutions should a consultant recommend to minimize the need to hire more agents? (Choose 2 answers)
   * A. Community
   * B. Web-to-case
   * C. Live Agent
   * D. Chatter Questions

1. **14.**Universal Containers (UC) needs to invoke a process on an external system (NOT in Salesforce) whenever cases are created or updated by contact center agents. UC does NOT want to use any customized code to accomplish this. Which solution should a Consultant recommend? (one answer)
   * A. Scheduled batch Apex process job
   * B. Visualforce page APEX SOAP async callout
   * C. Workflow-driven outgoing messaging
   * D. RESTful services with GET, POST and PUT

1. **15.**Universal Containers wants to reduce the volume of calls into their Product Support Contact Center. Which three features should a Consultant recommend? (Choose 3 answers)
   * A. Chatter Questions
   * B. Macros
   * C. Public Knowledge
   * D. Communities
   * E. Field Service

1. **16.**An Inside Sales Contact Center Manager would like to assess the ROI of the Contact Center. Which three metrics should the Manager use to assess the ROI? (Choose 3 answers)
   * A. Average queue time per agent
   * B. Opportunities per channel
   * C. Number of leads created
   * D. Number of sales queues
   * E. Cost per call

1. **17.**Universal Containers need to improve Customer Satisfaction, Average Handle Time, and First Call Resolution KPI scores across their Customer Service, Technical Support, and Field Service Contact Centers. Which two items should a Consultant consider to improve the KPI scores? (Choose 2 answers)
   * A. Data categories and Article Types
   * B. Data Categories and Article Actions
   * C. Service Console Profile Assignments
   * D. Service Console Knowledge Components

1. **18.**Universal Containers wants to offer its customers interactive chat as well as Case processing. The same team of Service Reps will be handling both types of communication from customers. Which solution should a Consultant recommend to ensure that Service Reps are only assigned an appropriate number of issues? (one answer)
   * A. Live Agent
   * B. Omni Channel
   * C. Case Assignment Rules
   * D. Case Auto Response Rules

1. **19.**The Service Manager at Universal Containers is concerned that users will NOT be able to manage cases in Service Console efficiently and reduce clicks. Which feature allows users to more efficiently process a case in the service console? (one answer)
   * A. Collapsible Sidebar Components
   * B. Console Keyboard Shortcuts
   * C. Configure Macros
   * D. Multiple Monitors Components

1. **20.**Universal Containers has determined that case list views are slow to load because of the large number of cases in the system. Which two actions will improve the performance of the list views? (Choose 2 answers)
   * A. Restrict visibility of the views
   * B. Filter the views by case owner
   * C. Remove filter criteria from the views
   * D. Reduce the number of fields displayed

1. **21.**Choose two benefits of deploying Knowledge in Customer Communities? (Choose 2 answers)
   * A. Replaces the need of an email channel
   * B. Reduces incoming call volume
   * C. Uncovers gaps in the knowledge base
   * D. Eliminates tracking of customer entitlements

1. **22.**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 this requirement should be met? (one answer)
   * A. Create a custom related list on the case
   * B. Create a custom Visualforce page
   * C. Create a custom view on the Case tab
   * D. Create a custom report

1. **23.**Universal Containers wants to implement Knowledge to assist agents with the resolution of cases. Which three recommendations should a Consultant make to meet this requirement? (Choose 3 answers)
   * A. Create an email template to send articles as PDF attachments
   * B. Enable agents to create their own personal articles
   * C. Enable article customizations for open cases
   * D. Enable article submission during case close
   * E. Enable suggested articles on new cases

1. **24.**Universal Containers’ support management team has noticed an increase in wait times over the last several months when customers call in for support. Which two recommendations should a Consultant suggest to help decrease customer wait times? (Choose 2 answers)
   * A. Create reports to analyze call data in order to understand peak times and ensure adequate staffing
   * B. Create case escalation rules to route high-priority cases directly to supervisors for resolution
   * C. Set up a Salesforce Customer Community that will allow customers to create cases online
   * D. Set up analytical snapshots to capture key case information and create historical trending repots

1. **25.**A Service Manager has recently implemented Salesforce Knowledge. Which three metrics should the Manager use to ensure the success of the implementation? (Choose 3 answers)
   * A. Number of articles associated to cases
   * B. Number of Chatter files attached to cases
   * C. Number of published articles views
   * D. Number of content packs attached to cases
   * E. Number of successful keyword searches

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

1. **27.**A company wants to publish Knowledge articles to its Customer Community. The articles should be organized for easy navigation by Community members. What should a consultant recommend? (one answer)
   * A. Define Article Types with Public Sharing Settings
   * B. Define Topics for each Knowledge article
   * C. Define Data Categories with Custom Visibility
   * D. Define a Custom Field to identify the Subject

1. **28.**When Support Agents are working on a case, the Support Manager at Universal Containers wants the agents to see the case number, case subject, and case description in the case highlights panel. How can a Consultant implement this functionality with configuration? (one answer)
   * A. Add the fields to the page layout and add the fields to the highlight panel
   * B. Add these fields to the page layout and add the components to the highlight panel
   * C. Remove these fields from the page layout and add the fields to the highlight panel
   * D. Remove these fields from the page layout and add the components to the highlight panel

1. **29.**Which two capabilities of Salesforce Knowledge ensure accurate content in Articles? (Choose 2 answers)
   * A. Data Category to assign an Article Type to a Reviewer
   * B. Approval Process that assigns an Article to a Reviewer Queue
   * C. Knowledge Action to Publish an Article once the Article is approved
   * D. Validation rules for Article Types to verify all fields during creation

1. **30.**The Universal Containers Contact Center has Customer Support Agents who speak Spanish and wants all cases where Spanish is the preferred language to be handled by these agents in real time. Universal Containers allow customers to contact agents through phone and chat. What solution should be implemented to support this? (one answer)
   * A. Omni-Channel
   * B. Case Assignment Rules
   * C. Case Auto-Response Rules
   * D. Visual Workflow

1. **31. 31 of 65.** Universal Containers is implementing a Knowledge Base and wants to empower certain managers to create, edit, and manage articles. All articles should be reviewed by these managers before being published, while some articles need an additional layer of legal reviews as well. Which three actions should a Consultant recommend to meet these requirements? (Choose 3 answers)
   * A. A. Create at least two different approval processes
   * B. B. Create at least two different article types
   * C. C. Create at least two different data categories
   * D. D. Grant managers the Manage Data Categories permission
   * E. E. Grant managers the Manage Salesforce Knowledge permission

1. **32.**Universal Containers has created a new partner on-boarding process that requires an agent to create ten open activities that correlate to a step of the on-boarding experience. Creating activities is labor-intensive and ca take up to 20 minutes each to complete. What is the most cost-effective solution to create these activities? (one answer)
   * A. Provide a macro that will automatically create the activates when executed.
   * B. Assign a single agent to create the activities on all new onboarding cases.
   * C. Add an object-specific custom quick action to create new activities.
   * D. Hire a certified developer to write an apex trigger that creates each new activity.

1. **33.**Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which three benefits can be expected from KCS adoption? (Choose 3 answers)
   * A. Increased call deflection
   * B. Reduced support channels
   * C. Optimized use of resources
   * D. Increased call routing accuracy
   * E. Reduced issue resolution time

1. **34.**Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers. Which method should a Consultant recommend for importing this data into Universal Containers’ Service Cloud instance? (one answer)
   * A. Bulk Data Transfer API
   * B. Java Language Specific Toolkit
   * C. Cloud-to-Cloud Integration Toolkit
   * D. Data Integration via SOAP API

1. **35.**Universal Containers would like to implement Omni Channel within Service Cloud for their representatives. What is the first step and Administrator is required to perform in order to configure Omni Channel? (one answer)
   * A. Assign users to Omni Channel permissions
   * B. Assign users to the Omni Channel Feature License
   * C. Contact Salesforce to have enabled Omni Channel
   * D. Enable Omni Channel by clicking Settings in Setup

1. **36.**Universal Containers (UC) wants customers to be notified by email when their issue is resolved. The notification should contain a reference link in the form of their case number. The customer should be able to click the link and be redirected to the resolved case in UC’s Community. Which three features must be configured to accomplish this? (Choose 3 answers)
   * A. Email Alert
   * B. Assignment Rule
   * C. Email Template
   * D. Email Relay
   * E. Workflow rule

1. **37.**A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system. Which two metrics can be used to assess the success of the new workforce management system? (Choose 2 answers)
   * A. Schedule adherence
   * B. Quality monitoring score
   * C. Agent utilization
   * D. Number of calls offered

1. **38.**Universal Containers’ Call Center Agents have limited visibility to customer support levels, resulting in inconsistent response times and lengthened resolution times. Which two recommendations should a Consultant recommend to improve agent experience and reduce response and resolution times? (Choose 2 answers)
   * A. Configure Case Assignment based on Case Priority
   * B. Create a Report of all active Entitlements grouped by Customers
   * C. Add the Entitlements related list to Account Page Layout
   * D. Configure Success, Warning, And Violation Actions for Milestones

1. **39.**Universal Containers allows Agents to work remotely using company-provided laptop, but does NOT control the quality of their internet service. Agents must be able to use live agent functionality remotely. Which two options should a Consultant recommend to ensure Agents can effectively use this functionality? (Choose 2 answers)
   * A. Add additional components to the Lightning Console
   * B. Ensure each laptop has a modern browser installed
   * C. Allow the user to log into Live Agent from multiple browsers
   * D. Coach users on minimizing open console tabs

1. **40.**The Service Manager at Universal Containers manages three teams. Each team provides support for a specific product. Agents have concerns about seeing each other results for other products when searching the Knowledge Base. The Service Manager originally provided the teams with full access to all articles. Which solution will ensure each team sees only the relevant article types for their product? (one answer)
   * A. Create a Data Category for each product and assign them to each team based on their product specialization
   * B. Create a permission set for each record type and assign them to each team based on their product specialization
   * C. Create an article action for each record type and assign them to each team based on their product specialization
   * D. Create a page layout for each record type and assign them to each team based on their product specialization

1. **41.**Universal Containers is trying to reduce the amount of time support agents spend creating cases. The new method for case creation must allow for 4000-5000 new cases a day, as well as the attachment of documents under 25 MB by the customer. Which method should the Consultant? (one answer)
   * A. Standard Email-to-Case
   * B. On-Demand Email-to-Case
   * C. Web-to-Case forms
   * D. Omni-Channel routing

1. **42.**Universal Containers would like to reduce the clicks a Customer Support Agent uses when working on a case. This includes the time it takes to create, resolve, and close the case. Which three Salesforce productivity features should be used to accomplish this requirement? (Choose 3 answers)
   * A. Quick Text
   * B. Chatter
   * C. Omni-Channel
   * D. Macros
   * E. Publisher Actions

1. **43.**Universal Containers (UC) has hired a consultant firm to implement its new Service Cloud platform and requires quick iterations and a speed project completion. UC has requested frequent project updates for check-ins and refinement. Which methodology should the Consultant recommend given the requirements? (one answer)
   * A. Kanban
   * B. Waterfall
   * C. Agile
   * D. Force.com IDE

1. **44.**The support manager at Universal Containers has noticed an increase in average case age, which is negatively impacting customer satisfaction. To research the situation, the support manager wants to know the amount of time that cases have spent while each status during their lifecycle. Which reporting solution should the Consultant recommend? (one answer)
   * A. Create a report using the Case Historical Trending report type
   * B. Create a report using the Case Lifecycle report type
   * C. Create a report using the Case Age report type
   * D. Create a report using the Case Snapshot report type

1. **45.**Universal Containers’ customer service technicians need access to the following information while at a customer site to complete the service call:
   * Customer order history
   * Level of contracted support
   * List of replaceable parts

Which system can Salesforce integrate with to retrieve this information and make it available to technicians in the field? (one answer)

* + A. An enterprise resource planning system
  + B. A knowledge management system
  + C. A third-party mobile application platform
  + D. A workforce management system

1. **46.**When adding a report chart to a Console Component, which three of the following should a Consultant consider? (Choose 3 answers)
   * A. The report chart is added to the page layout
   * B. The report chart has a standard Report Type
   * C. The report is a Summary or Matrix report
   * D. The report contains a chart
   * E. The report is shared with a Chatter Group

1. **47.**Universal Containers has recently set up an email-to-case channel for customers to submit cases. However, they are having trouble tracking and relating email responses to the related Salesforce case. What should the Consultant recommend to address this issue? (one answer)
   * A. Insert a reference Thread ID in the email subject template
   * B. Convert to an On-Demand Email-to-Case setup
   * C. Assign a user to manually manage incoming email
   * D. Use Omni-Channel to automatically route inbound email

1. **48.**Universal Containers is implementing a call center using CTI (computer-telephony integration) Which three items, at a minimum, must be implemented and deployed to ensure success? (Choose 3 answers)
   * A. Configure IVR auto response
   * B. Configure Call center definition
   * C. Deploy Call Center Directory
   * D. Assign users to a Call Center
   * E. Install CTI Adapter using Open CTI

1. **49.**Universal Containers has scheduled a major upgrade to its Customer Community next month. The community is expected to be unavailable for approximately 8 hours. The executive team is concerned about how the upgrade and the associated outage will impact customers. Which three measures should a Consultant recommend to ensure transparency during the upgrade process? (Choose 3 answers)
   * A. Communicate information about the upgrade to customers in advance
   * B. Send routine status updates to customers via Chatter during the upgrade
   * C. Publish ongoing updates to the community knowledge base with details about the upgrade
   * D. Replace the default outage page with a custom page containing upgrade information
   * E. Notify customers once the upgrade is completed and full services are restored

1. **50.**Business users have requested that the Salesforce Administrator allow agents to view a list of cases in the console while agents work through their cases. This will allow agents to identify urgent cases that need to be worked on. How should this be accomplished? (one answer)
   * A. Enable the list to be pinned in the console. This allows users to view the list alongside the case view in the console.
   * B. Recommend opening the case list view in a separate browser tab and use the window alongside the case view.
   * C. Configure the Case list under custom console components to users can view the list view along with the case view
   * D. Build a custom Visualforce page with the list view and assign it to the console sidebar

1. **51.**Universal Containers provides Customer Support for two separate business operations. The cases managed for each operations have different steps and fields. Which three features could be implemented to support this? (Choose 3 answers)
   * A. Support processes
   * B. Omni-Channel
   * C. Record Types
   * D. Page Layouts
   * E. Article Types

1. **52.**Which method can be used to rout cases from social channels? (one answer)
   * A. Use Twitter-to-Case and add workflow rules to the case object
   * B. Enable social Network Profile and add workflow rules to the contact object
   * C. Enable social Network Profile and add assignment rules to the case object
   * D. Enable Social Customer Service and add assignment rules to the case object

1. **53.**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? (one answer)
   * A. Skills-based routing
   * B. Workforce management
   * C. Interactive voice response
   * D. Private branch exchange

1. **54.**Universal Containers wants to measure the efficiency of its contact center. Which three metrics should the contact center manager analyze? (Choose 3 answers)
   * A. Number of cases escalated
   * B. Number of open cases per day
   * C. Average number of days to close case
   * D. Number of closed cases on first call
   * E. Number of new customers added

1. **55.**A Contact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty. Which three metrics satisfy this requirement? (Choose 3 answers)
   * A. Net promoter score
   * B. Service Level Agreement
   * C. Customer Purchase History
   * D. Customer Satisfaction Survey
   * E. Customer Support Requests

1. **56.**What statement is true about the Salesforce Knowledge article lifecycle? (one answer)
   * A. Approval processes CANNOT allow publishing of articles that have specific validation statuses
   * B. Articles CANNOT be published until they are reviewed and validated by a qualified author
   * C. Article permission sets allow agents to participate in the article publishing process
   * D. Knowledge uses public groups as a way to assign users specific tasks related to articles

1. **57.**Universal Containers has implemented Service Cloud in its call center and wants to integrate it with its 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 center staff. Which solution should a consultant recommend? (one answer)
   * A. Build an adapter using the telephony vendor’s toolkit
   * B. Move to a cloud-based telephony system
   * C. Implement an adapter build on Open CTI
   * D. Implement an adapter using the Telephony API

1. **58.**Universal Containers wants to provide a more consistent service experience to its customers and is evaluating the Service Cloud macro feature. Which three configurations must be made before Universal Containers can deploy macros? (Choose 3 answers) **LIGHTNING**
   * A. Case Feed must be enabled
   * B. Publisher Actions used in the macros must be in the page layout
   * C. The Run Macros Permission must be granted to users
   * D. The Macros widget or utility must be added to the console
   * E. Users must use the Lightning Experience

1. **59.**Universal Containers is implementing Salesforce Classic Knowledge and immediately wants to begin building a repository of frequently asked questions (FAQ) encountered by contact center agents. How can this be accomplished? (one answer)
   * A. Define a data category called FAQ and assign category visibility to users in the contact center agent role
   * B. Create an FAQ article type and configure the enable suggested articles option in support settings.
   * C. Create an FAQ article type and configure the enable the submit articles feature on the case close page layout
   * D. Enable Ideas for contact center agents and have them submit FAQ articles at the time a case is closed

1. **60.**Which three processes are uses case for Visual Workflow? (Choose 3 answers)
   * A. Field validation during case creation
   * B. Decision-based troubleshooting for agents
   * C. Caller verification and creation of a new case
   * D. Cross-sell promotions for agents
   * E. Assignment of email to a case queue based on subject

1. **61.**Which three features should a Consultant recommend to allow a customer to resolve issues through self-service? (Choose 3 answers)
   * A. Customer Community
   * B. Web-to-Case
   * C. Knowledge Base
   * D. Live Agent
   * E. Chatter Answers

1. **62.**A customer is planning a Service Cloud implementation. The customer’s current database has the following number of records:
   * 50 million cases
   * 1 million accounts
   * 8 million contacts

Which two implications should be considered when planning to migrate this data to Salesforce? (Choose 2 answers)

* + A. Related lists on the case object may NOT populate
  + B. Salesforce reporting speed can be affected
  + C. The Salesforce org can be slow during the data migration
  + D. Results can be slow when searching for records

1. **63.**Universal Containers would like to implement a solution to hold service reps accountable to customer Service Level Agreements. Which two steps are necessary to satisfy this requirement? (Choose 2 answers)
   * A. Create an Entitlement Process
   * B. Setup Milestones
   * C. Enable Work Orders
   * D. Configure Service Contracts
2. **64.**

To manage the publishing lifecycle for articles in Salesforce Classic Knowledge, the contact center director wants to provide article managers with various publishing capabilities. Which configuration should be recommended to meet this objective? (one answer)

* + A. Assign article managers to public groups and specific article actions to each group
  + B. Assign article managers to public groups and specific publication states to each group
  + C. Assign article managers to publication teams and specific publication states to each team
  + D. Assign article managers to publication teams and specific article actions to each team

1. **65.**Universal Containers wants to import articles from previous database into their new Salesforce Knowledge implementation. Many of their “How to” article have images that must be migrated. Which statement is true about migrating images into Salesforce Knowledge? (one answer)
   * A. Upload the images into Salesforce prior to importing the articles
   * B. Include images in an .html file using the image tag and src attribute
   * C. Ensure that each image does NOT exceed the maximum of 25 MB
   * D. Convert all images to .jpeg, as this is the only supported file type