1. What is the primary function of a private branch exchange (PBX)?
   1. To route calls to different agents
   2. **To receive multiple calls at one time**
   3. To report the caller’s background information
   4. To use speech recognition to direct calls
2. Universal Containers wants to shorten the average call time in its contact centers by prompting the customers to enter their 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 to support agent if they still need help.

Which system will help Universal containers to meet this requirement?

* 1. Interactive voice response
  2. Order Management system
  3. **Computer telephony Integration**
  4. Automatic Call Distribution

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

How can milestones be used to accomplish this goal? Choose 2 answers

1. To identify the customer contact associated with a particular stage of a service contract
2. **To represent metrics such as first response and resolution time on cases.**
3. To display whether a case response compiles with a customer’s service level agreement
4. To monitor the case escalation rule queue to confirm service levels are met
5. Universal Containers wants to implement knowledge to assist agents with resolution of cases.

What should a consultant recommend to meet this requirement?

Choose 3 answers

1. **Create an email template to send articles as PDF attachments.**
2. **Enable article submission during case close.**
3. Enable article customization for open cases.
4. **Enable suggested articles on new cases.**
5. Enable agents to create their own personal articles.
6. A contact center manager needs to migrate existing help guides and procedure manuals into Salesforce knowledge.

What steps should the consultant do prior to importing the documents into Salesforce knowledge? Choose 2 answers

* 1. **Create the article types and fields**
  2. Create the profile based category visibility settings
  3. Compress the CSV, HTML, and image files for the article types.
  4. **Create the data category groups and hierarchy.**

1. Universal containers needs to ensure that certain customer information is always saved with the case. The Product Type and Serial Number fields must be completed before a case can be saved.

What solution should a consultant recommend to meet these requirements?

* 1. Set product type and serial number fields as required on the case record type.
  2. Set the field level security to be required for product type and serial number
  3. **Set product type and serial number fields as required on the case page layout.**
  4. Set product type and serial number fields as required on the close case page layout.

1. A Contact Center manager is looking for ways to reduce overall cost per case.

What Salesforce metrics should the contact center manger evaluate?

Choose 2 answers

1. Average out time by case type
2. **Total number of cases by origin**
3. **Average number of activities per case**
4. Average customer satisfaction score by case.
5. Why do contact centers use computer telephony integration (CTI)?
   1. To deflect calls away from phone centers
   2. To coordinate staff scheduling
   3. To predict incoming call volume
   4. **To decrease manually entered information**
6. 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 answers

1. Verification of the production migration checklist
2. Final customer approval on training materials
3. **Verification that samples data has been loaded**
4. **Approval of test scripts from business lead**
5. What are some uses of [www.trust.salesforece.com](http://www.trust.salesforece.com) in business continuity planning?
   1. **To provide online security threat information.**
   2. **To provide information regarding planned maintenance**
   3. To provide best practices for continuity plans
   4. To provide live support for system and data backup
   5. **To provide live and historical data on system performance.**
6. 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 answers

1. Create a draft knowledge article from reply using the promote to article button.
2. Display up to three category groups to help organize questions for easy browsing
3. **Allow administrators and trusted community members to escalate question into case**
4. Use the close and resolve button on the case page layout to close case and mark the question resolved.
5. Match each service cloud portal licenses type with related statement.
   1. Does not have roles and is not included in the role hierarchy – Self Service portal
   2. Is no longer available for new customers of Salesforce.com – High volume customer portal
   3. Can access custom objects and run reports based on permissions – Customer portal—Enterprise Administration

Answers:

1. 1 – high volume
2. 2 – self-service portal
3. 3 – customer portal
4. Universal containers need to build a contact center application in Salesforce to support a business to business (B2B) customer base. Support agents need to determine the location of a caller to provide service and ensure that the location is under the service contract.

Which external system typically houses customer location data?

* 1. **Enterprise resource planning**
  2. Fulfillment system
  3. Order Management system
  4. Warranty system

1. A contact center agent wants leverage subject matter expert (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?

* 1. **@mention the SMEs on the case chatter feed and follow the case.**
  2. Follow the SMEs to receive automatic updates when they add case comments
  3. Using hash tag (#) to track the customer case and SMEs’ comments.
  4. Bookmark all the comments related to the issue from SMEs.

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

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

* 1. **Add the entitlements related list to contact records.**
  2. Add the assets related list contact records.
  3. Add the entitlement contacts related list to account records
  4. Add the service contract related list to contact records.

1. What are the basic concepts of Knowledge –Centered Support (KCS)?

Choose 2 answers

* 1. **Evolving Content based product lifecycles**
  2. Developing a Knowledge base on the experience of an individual
  3. **Creating content as result of solving issues**
  4. Rewarding learning, Collaboration, Sharing, and improving

1. A contact center manager would like to measure customer satisfaction after the implementation of a new customer care program.

What metrics can be used measure an increase in customer satisfaction?

Choose 2 answers

1. Service level
2. Net promoter score
3. **Average handle time**
4. **Customer survey score**
5. Universal Containers is implementing Salesforce knowledge for contact center agents. The company needs to ensure that agents can contribute to the knowledge base to promote adoption.

Which solution supports these requirements?

* 1. Require agents to create knowledge articles when opening a case
  2. **Allow agents to provide feedback when viewing the articles**
  3. Allow agents to edit knowledge articles when working on a case
  4. Enable the knowledge sidebar in the Service Cloud Console

1. Which items should be included for a contact center to ensure business continuity?

Choose 2 answers

* 1. **Provide case access to agents in contingent center**
  2. Disable the computer telephony Interface (CTI).
  3. **Create a communication plan for affected and backup support**
  4. Create a new user interface for an alternate center

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

Choose 2 answers

* 1. **It is a server- based software program that controls the behavior of Salesforce SoftPhone**
  2. It allows voicemails to be captured and stored as attachment on cases.
  3. It is an intermediary between a telephony system and Salesforce CRM call center user.
  4. **It utilizes the Salesforce.com SoftPhone on every Salesforce Page.**

1. Universal Containers is evaluating whether to implement On-Demand Email- to-Case or Email-to-Case and needs to ensure the solution selected will meet its requirements.

Which customer requirement would require the use of Email-to-Case?

* 1. **Accepts email attachments larger than 10MB**
  2. Accepts attachments from emails
  3. Requires the use of transport layer security (TLS)
  4. Handles more than 10,000 emails a day

1. The Universal Containers contact center offers support via email, the Internet, and a customer portal. The contact center manager wants to demonstrate the success of recent self service initiatives to executive management.

Which report should the contact center manager present to executive management?

Choose 2 answers

1. Number of IVR inquires without agent involvement
2. Average Call handle time by team
3. **Number of cases closed by self service user**
4. **Number of cases created using portal**
5. 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?

* 1. **Use a computer telephony integration (CTI) adapter that supports its telephony system.**
  2. Build a custom computer telephony integration (CTI) adapter using the Salesforce CTI toolkit
  3. Implement an On-demand telephony solution provided by leading vendor
  4. Create an API integration between Salesforce and the telephony system.

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

Which solution should a consultant design to meet this requirement?

Choose 2 answers

1. Create a custom product bug object and import the data into Salesforce
2. **Display product bug data in Salesforce via a visual force page**
3. **Use a web service API to integrate the external database with Salesforce**
4. Use bulk API load the product bug data into Salesforce.

New options:

1. **Display product bug data in Salesforce via Visual force page.**
2. Create a custom product bug object and import the data into Salesforce.
3. **Use SOAP API to integrate the external database with Salesforce.**
4. Use Bulk API to load the product bug data into Salesforce.
5. Universal Containers, a new Salesforce Customer, needs its millions of consumers to have public access to knowledge on its corporate website. The consumers also need the ability to login to create, Update, and read historical cases.

Which product license type would meet these requirements?

* 1. Force.com Sites with knowledge and Email-to Case
  2. Force.com sites with knowledge and Web-to Case
  3. Visualforce and self-Service portal
  4. **Force.com Sites and High-Volume Customer portal**

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

* 10 million Cases
* 1 million Accounts
* 3 million Contacts

When planning to migrate this data into Salesforce what implications should be considered?

Choose 2 answers

* 1. Related lists on the case object may be slow to populate.
  2. The Salesforce Org may be slow during the data migration
  3. **Salesforce reporting speed may be affected**
  4. **Results may be slow when searching for records**

1. Universal services have been contracted by several modern energy providers to repair wind energy units. Each provider has unique equipment and the troubleshooting and resolution requirements vary for each. To facilitate the accurate submission of repair transactions for these products, the Universal Services technicians should see the appropriate fields and pick lists for the unit they are servicing and no others

How can this accommodated using the service cloud?

* 1. **Create a custom object with a record type for each product type**
  2. Create a separate asset record type for each product type.
  3. Implement validation rules on the asset object
  4. Implement validation rules on the custom object

1. Universal Containers need to set up a customer portal to provide customers with self service option for support.

Which Capabilities can the company provide to customers via the customer portal?

Choose 3 answers

1. Allows customers to follow chatter feeds
2. Allows customers to customize their user interface
3. **Allows customers to search documents in Content**
4. **Allows customers to submit ideas and answers**
5. **Allows customers to search a knowledge base**
6. Support engineers need to see complete chronological list of fields edit to case, Associated emails, Case comments, and fields edits to related objects in a single view while working on a case.

How should this requirement be met?

* 1. Create a custom report
  2. Create a custom view on the Case tab.
  3. Create a custom related list on the case.
  4. **Create a custom visual force page.**

1. Universal Containers has service levels that define the service desk’s repose time for different products and customers.

What should a consultant recommend to enforce the defined service levels?

* 1. Create a chatter feed for management to monitor cases in real time
  2. **Set up entitlements with milestones and time dependent actions.**
  3. Configure a workflow rule to assign a task for the agent when a case is created.
  4. Assign the case to a first response queue and create escalation rules.

1. Universal Containers is setting up a field service dispatch contact center.

Which functionality should be considered when designing the contact center?

Choose 2 answers

1. Chatter groups for customers
2. Predictive dialer for outbound calls
3. **Visibility into service entitlements**
4. **Mobile access to case information**
5. Universal containers has activated Email-to-Case functionality to allow customers to correspond with support agents via email.

Which options are available with Email-to-Case?

Choose 2 answers

1. **Follow-up emails and attachments related to a case are attached to the case.**
2. Only one inbound email address can be used for Email-to-Case
3. **Assignment, escalation, and workflow rules are processed on inbound emails.**
4. Follow-up emails related to case will update the case comments
5. What are benefits of developing knowledge in a high-volume service cloud portal?

Choose 2 answers

* 1. Eliminates tracking of customer entitlements
  2. **Replaces the need for an email channel**
  3. **Reduces incoming call volume**
  4. Uncovers gaps in the knowledge base

1. Universal containers wants to measure the effectiveness of its contact center.

Which metric should the contact center manager analyze?

Choose 3 answers

1. **Number of articles attached to closed cases**
2. Number of cases created
3. Number of new customers added
4. **Average number of days to close cases**
5. **Number of cases escalated**
6. Universal containers has increased the number of contact centers and agents to handle its expanding customer base. It would now like to measure and track agent productivity.

What should a consultant recommend to meet this requirement?

* 1. Create a formula field to calculate the time between standard case accepted field and date/time closed field
  2. Create a formula field to calculate the total time spent in each status based on the case history.
  3. Enable the case accepted time support setting to track active time an agent spends on a case.
  4. **Create a formula field to calculate the time between case created and case closed date/time.**

1. A contact center wants to migrate its existing solutions into Salesforce knowledge.

Which knowledge configuration features should be considered before executing the migration?

Choose 2 answers

1. Article actions
2. Data category visibility
3. **Data category groups**
4. **Custom fields on article types**
5. Which service cloud tool requires the least agent involvement?
   1. **Salesforce Knowledge**
   2. Open CTI
   3. Salesforce for twitter
   4. Live agent
6. Universal containers is implementing the service cloud console.

Which capabilities of the console can the company use to help improve its contact center performance?

Choose 2 answers

1. Is available for users in the partner portal
2. **Allows chatter messenger to be used between agents**
3. **Display records and their related items as tabs on one screen**
4. Indicates when records and lists are changed by others
5. A consultant need 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 answers

1. **Create the data categories and set up the data category values.**
2. Set up the article actions and assign publishers to each action
3. **Set up a zip file that contains the CSV, HTML, and image files**
4. **Create the custom fields for the article type.**
5. Set the publication status of the article type to draft status
6. 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?

1. **Document the requirements gap and communicate development options to the project team**
2. Adjust the project scope to accommodate new requirements and continue with the original project schedule
3. Adjust the dates in the project plan to account for the additional requirements and communicate the new timeline.
4. Add development resource to the project team to build out the additional requirements.
5. Universal containers has a service level agreement (SLA) with customers that requires an agent to take ownership of and respond to incoming Cases within two hours of Case creation.

Which solution would help Universal Containers meet its SLA?

1. **Assign cases to queues and use escalation rules to escalate cases that have NOT been accepted by an agent within one hour**
2. Create a workflow rule to assign a task to all members of a queue if a case has NOT been accepted by an agent within one hour.
3. Use case auto response rules to send an email to support managers within one hour of case creation
4. Create a workflow rule to send an email to support managers when a case is created and assigned to a queue
5. Universal Containers has two internal divisions that use Salesforce knowledge. Compliance requirements indicate that reach division should only have access to its own articles when performing search.

What solution should a consultant recommended to meet this requirement?

* 1. Create separate data category groups for each division and assign the category to a division profile
  2. Create a single data category group for both divisions and assign the category to a division profile
  3. Create a single data category group for both divisions and provide access using the role hierarchy
  4. **Create separate data category groups for each division provide access using the role hierarchy.**

1. Universal containers wants to reduce incoming support phone call volume.

What actions can be taken to meet this requirement?

Choose 2 answers

* 1. **Leverage live agent for web base chat**
  2. Route phone calls to specific support agents.
  3. **Implement Salesforce knowledge on a portal**
  4. Provide screen pops with customer information

2. Universal containers staffs its contact centers to allow for up to 20% of the total case volume to be escalated. The contact center would like to measure case escalation rate to staff to ensure sufficient training for Tier 1 agents.

What solution should a consultant recommend to meet this requirement?

* 1. **Create case report with custom summary formula to calculate the percentage of escalated cases**
  2. Create a formula field on the case record to calculate percentage of escalate cases.
  3. Create a dashboard report to display and compare escalated cases against non-escalated cases
  4. Create a daily snapshot report of all cases and calculate percentage of escalated cases

1. Universal containers needs to ensure it has sufficient contact agent staffing levels to handle peak call volumes the following metrics:

* Average delay to abandon (ADA)
* Average handle time (AHT)

Which solution should Universal Containers use to capture the relevant data for the metrics?

Choose 2 answers

* 1. **Workforce Management**
  2. Automatic call distribution
  3. Call Quality Monitoring
  4. **Entitlement Management**

1. 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?

* 1. Enable the knowledge sidebar related list on the case page layout.
  2. Create a Visualforce page called Knowledge sidebar on the case page layout.
  3. Create a service cloud console and enable the knowledge sidebar on the case page layout
  4. **Enable the knowledge sidebar setting in the case support settings**

1. Universal containers currently offers an 8-hour initial response time and a 24-hour resolution time for gold-level customers. Recently, the company has had trouble delivering on the service level agreement(SLA) due to poor visibility into SLAs and an inability to measure SLA compliance.

Which design would enable Universal containers to improve adherence to the service level agreements?

* 1. Route cases from Gold customers to a case queue and configure a report that shows all open cases by status and age.
  2. **Configure an entitlement process for Gold customers with time dependent milestones and apply it to cases**
  3. Use a formula field to display the service level on cases and configure escalation rules to notify the case owner every four hours
  4. Configure assets to track service level and notify the case owner of the required response time.

1. Universal containers has millions of customers in Salesforce, but only a very small percentage have opened support cases in the past. Recently, Universal containers has implemented a service cloud portal and plans to allow customers to be authenticated users to increase self service rates.

Which method should be used to enable the customers on the portal?

Choose 2 answers

1. **Identify active customers and send them registration instructions via email**
2. Have agents provides customers with portal registration instruction when working a case
3. **Create active customers as portal users and send them email notifications**
4. Have agents manually create users when portal access is requested by customers
5. 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 premier support.

What key metrics can be expected to improve following the CTI implementation?

Choose 2 answers

1. Average days to close
2. **Average handle time**
3. **First call resolution**
4. Abandon rate
5. Universal containers requires that users have the ability to view specific cases, as determined by the product type field on the case. An email should be sent to the users when a case to which they have access is created or closed.

What should a consultant recommend to meet these requirements?

Choose 2 answers

1. **Workflow rules**
2. Auto response rules
3. Escalation rules
4. **Case teams**
5. Universal containers is implementing the Salesforce Service cloud. The company needs to reduce total case volume and the average amount of time spent by agents on cases.

Which solution would meet these requirements?

* 1. Use escalation rules to move cases into the correct status; Create reports to monitor SLA adherence.
  2. Enable agent chat functionality for customers; disable the ability to log a case from the customer portal.
  3. Create reports on case age and queue backlog; use escalation rules to notify management of missed SLA targets
  4. **Publish knowledge articles to the customer portal; enable the attachment of articles upon case closure.**

1. A contact center was unable to assign cases by case type before the service cloud was implemented. The director of support needs to know which metrics to examine to determine whether the newly set up assignment rules are assigning a similar number of cases to each agent.

Which metric should be recommended?

Choose 2 answers

1. **Number of cases by type by owner**
2. Number of solutions created per agent
3. **Number of cases in each status**
4. Number of cases created sorted by owner
5. For which situations should the service cloud portal be recommended?

Choose 2 answers

* 1. Users do not need access to reports
  2. **Users need to view and download Salesforce content**
  3. **A high volume login and/or users are required**
  4. Customer roles are required

1. Why would a current self-service portal customer want to migrate to a service cloud portal?

Choose 2 answers

* 1. **To expose custom objects to customers**
  2. To increase self service rates with Salesforce knowledge
  3. **To allow the ability for customers to open cases**
  4. To expose Salesforce content

1. Which document should be created to support the initial planning phase of an implementation project?

Choose 2 answers

* 1. **Project milestones**
  2. **Project kickoff presentation**
  3. Requirements traceability matrix
  4. Solution design document

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

* Agents need to collaborate with other teams
* The product development team needs to be altered on high- priority cases for specific products

Which solution will meet these requirements?

* 1. Use escalation rules for notifications and case teams to monitor cases
  2. Use workflow rules for notifications and account teams to monitor cases
  3. **Use workflow rules for notifications and case teams to monitor cases**
  4. Use escalation rules for notifications and account teams to monitor cases.

1. Universal Containers wants to track customer satisfaction (CSAT).

Which solution will automate the process for support agents to survey customers when cases are closed?

* 1. Modify the user interface settings for the case survey sidebar
  2. **Utilize an AppExchange package to handle customer surveys**
  3. Enable the case survey object for the customer portal
  4. Create a validation rule for case survey email templates

1. The IT help desk at Universal containers 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?

* 1. **Crate a chatter group for the help desk**
  2. Allow agents to transfer case ownership to other agents
  3. Allow agents to create knowledge articles
  4. Use chatter answers for the help desk

1. Which step should a consultant take to import articles into Salesforce knowledge?

Choose 2 answers

* 1. Use change sets to import data categories
  2. Use the data loader to import unstructured articles
  3. **Create a separate .csv file for each article type**
  4. **Map articles with HTML section to rich text area fields**

1. Universal containers has deployed a customer portal with knowledge and would like to measure customer portal adoption and the effectiveness of the portal

Which metrics should be used to measure portal usage?

Choose 2 answers

1. Number of articles created per agent
2. **Most popular articles based on views and ratings**
3. **Volume of cases submitted via email**
4. Total number of cases created
5. For which purpose should a contact center use visual workflow?
   1. **To Automate business processes for agents who troubleshoot customer support issues via phone**
   2. To assign follow up tasks to an agent one week after a case is closed
   3. To automatically assign cases to a specific queue based on the customer support level
   4. To escalate a case to the support manager if it has been open for more than 72 hours
6. Universal containers is implementing Salesforce knowledge at its contact center. The contact center has a dedicated support team for each product that it supports. Contact agents should only be able to view articles for the product they support.

What solution should a consultant recommend to meet this requirement?

* 1. Assign team-based roles to the associated product article type
  2. **Assign team-based roles to the associated product data category value**
  3. Assign team-based profiles to the associated product article type
  4. Assign team-based profiles to the associated product data category value

1. Universal containers plans to replace an online forum with service cloud to allow product specialists to assist each other with similar support issues. There are also regionally dispersed support teams that need to collaborate to resolve customer inquiries.

What collaboration solution should be implemented in this scenario?

Choose 2 answers

1. **Enable chatter Answers in an internal community to allow users to collaborate.**
2. **Use Chatter groups for users to post questions and view comments**
3. Use case teams and workflow rules to email users to collaborate on cases
4. Add a custom field on cases and list view to filter by the field for users to collaborate
5. Universal containers has basic field service requirements and has not yet deployed the service cloud. The company would like to automatically create a field service dispatch record and assign it to a queue when specific case criteria are selected by a agent working the case.

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

* 1. Use a validation rule
  2. Use a workflow rule with an action
  3. **Use an Apex trigger.**
  4. Use a case assignment rule.

1. Universal containers’ service desk handles incoming issues from its resellers. The company would like to provide resellers with access to relevant information through its private reseller network.

What solution should a consultant recommend?

* 1. **Enable Salesforce knowledge in partner portal**
  2. Enable chatter in partner portal
  3. Allow resellers to log cases in a partner portal
  4. Allow customers to search solution via sites

1. Universal Containers is implementing Service cloud on a new instance and is ready to go live.

Which steps should the implementation team take before doing a full migration of legacy data into Salesforce?

Choose 2 answers

1. **Schedule user acceptance testing**
2. **Upload data validation templates**
3. Make a backup copy of approved configuration
4. Update the data map
5. Universal containers has multiple support process in its telephone contact center. The process used is determined by the support phone number dialed by the customer.

What should a consultant do to ensure the correct process is set up for each call?

* 1. Create a custom objet that sets the case record type based on the dail-in phone number
  2. **Enable CTI to display the correct contact record and related entitlements based on the dial-in phone number.**
  3. Configure the correct support processes and give agents access to them based on their user profiles
  4. Create a field for agents to record the call-in Number and configure workflow to set the case record type.

1. Universal Containers is implementing the service cloud to 1,800 agents in contact centers across North America, Europe, and Asia. There are 100,000 open cases from legacy system that will need to be migrated before the legacy system is retired in 90 days. The company will use a train-the-trainer approach to train end users. The contact centers operate on a 24/7, Follow-the-sun model.

Which method for deployment should be recommended?

* 1. Deploy in phases based on the number of available trainers in each location
  2. **Migrate user and case data from legacy system and deploy as a pilot test**
  3. Deploy in phases to each country using the flow-the sun model to determine order.
  4. Migrate all users and case data at once to provide seamless processing.

1. Which technology allows a client to publish knowledge on public website?

Choose 2 answers

* 1. Force.com site
  2. **Customer portal**
  3. API
  4. AJAX

1. Universal containers us concerned with system performance in its contact center because the number of contact records has exceeded 40 million.

What platform functionality might be affected by the number of contact records?

* 1. Contact view page load time
  2. Contact related list load time
  3. **Contact report run time**
  4. Contact list view edit time

1. Universal containers’ support team requires its customers to submit their support inquires via free from email (Outlook, Gmail, Yahoo, etc). Additional requirements are listed below:

* Support attachments up to 20 MB per inquiry
* Over 10,000 inquires per day

Which solution should a consultant recommend to meet these requirements?

* 1. Web-to-case
  2. **Email-to-Case**
  3. Customer chatter groups
  4. On-Demand Email-to-Case

1. A new customer to Salesforce is considering implementing a customer portal. The customer has millions of users and plans to evaluate a high volume customer portal

What is a key consideration when configuring a customer portal?

* 1. Users can be a part of a case team
  2. Users can download and view content
  3. **Users are NOT associated with the role in the hierarchy**
  4. Users CANNOT own records

1. Universal Electric initiates case based on electronic transmissions from power units. The case management process is as follows:

* A work order is submitted to a field service team to perform a technical review
* After the technical review is closed, an agent needs to contact the customer to review the activities
* Cases can only be closed after the customer review has been completed

Universal electric needs to determine whether the review orders and customer contacts should be stored as child cases or on a related custom object.

What should the consultant consider to meet these requirements?

Choose 3 answers

* 1. Total number of account and contact records in the database
  2. Work order and customer contact escalation requirements
  3. **Visibility and access to the work order records**
  4. **Case closure rules on the original case**
  5. **Account team relationship to the primary contact**

1. Universal containers is in the process of setting up a business-to-business (B2B) portal. The company needs to give customers access to service level agreements (SLA) via the portal.

Which solution is recommended to accomplish this requirement?

* 1. **Service contracts**
  2. Cases
  3. Assets
  4. Milestones

1. A Contact center manager needs to restrict who can create an FAQ Article Type within knowledge.

What should a consultant recommend to accomplish this requirement?

Choose 2 answers

1. Enable the Manage Articles permission for publisher profile and assign in to users
2. **Create a publisher profile that includes create access on the FAQ article type.**
3. **Hide the Article management tab for users who should have read-only access to articles**
4. Set the organization-wide default to private and create sharing rules for the FAQ article type.
5. Universal containers has policy that requires all email traffic to remain within its firewall. Currently, the company has 200 support agents handling email from five different time zones on its legacy system.

When implementing Salesforce, What solution should a consultant recommend for this scenario?

* 1. Connect for outlook
  2. On demand Email-to-Case
  3. We-to-Case
  4. **Email-to-Case**

1. Universal containers is using the Service cloud console for managing cases. They would like to add the Salesforce SoftPhone to enable click-to-daily capability.

What needs to be configured for the SoftPhone to work in Salesforce?

Choose 3 answers

1. Assign the Salesforce CTI Licenses to Salesforce users
2. Use Apex to create an adapter to work with third-party CTI systems
3. **Install an adapter from AppExchange to work with third-party CTI systems**
4. **Create a SoftPhone layout and assign to user profiles**
5. **Assign the correct Salesforce users to the call Center.**
6. Universal Containers is initiating a program to improve customer satisfaction. As part of the program, Customers must be surveyed after the case is closed to ensure the customer is satisfied and the issue has been resolved.

What solution should a consultant recommend to meet this requirement?

* 1. Use auto-response rules to send an email to the customer.
  2. Use escalation rules to assign the case to case queue
  3. **Use workflow rules to send an email to the customer**
  4. Use assignment rules to assign the case to a case queue.

1. Universal containers has completed development and testing of its service cloud implementation and plans to migrate functionality from the sandbox environment to the production environment.

Which tools should be used for migration functionality?

* 1. Mass Transfer Records, Change sets, and Force.com migration tool
  2. **Force.com migration tool, The force.com IDE, and change sets**
  3. Visual workflow, data loader, and Force.com IDE
  4. Data loader, Change sets, and Force.com Excel Connector

1. Universal containers has implemented Salesforce Service cloud with the goal of reducing the number of escalated cases across the contact center

How should a contact center manager measure this?

* 1. **Number of first call resolutions**
  2. Number of calls per agent
  3. Number of cases closed per day
  4. Number of Cases closed within two hours

1. Universal containers is conducting a workshop to gather requirements for handling product returns for its partners. The solution should include the following technologies: Computer Telephony Integration (CTI), Interactive Voice response (IVR), and partner portal.

Which project team members should attend this workshop?

* 1. **Telephony platform specialist, Product defect manager, Channel manager, and technical architect**
  2. Return escalation agent, User experience designer, solution architect, and receiving manager
  3. Return escalation agent, Call center manager, channel manager, and shipping supervisor
  4. Telephony platform specialist, Product services manager, shipping manager, and channel manager

1. What solution should a consultant recommend while designing a plan to decrease a company’s cost per call?

Choose 2 answers

* 1. Bypass entitlement verification
  2. Use suggested knowledge articles
  3. Use integrated voice recognition
  4. Increase the call-to-order ratio

1. Universal containers has discovered that average time an agent takes to resolve a case has increased.

What should a consultant recommend to help reverse this trend?

Choose 2 answers

1. Hire more agents for the contact centers
2. **Improve the training provided to existing agents**
3. **Configure entitlements and milestones to enforce SLAs**
4. Track social sentiment across social media outlets.
5. Universal containers would like to provide its agents more information about the caller and reason for calling with a screen pop within the Service cloud. Because its phone system is common in the industry, the company would also like to collect caller-entered data to more effectively route calls to different groups of agents.

Which solution should a consultant recommend to meet these requirements?

Choose 2 answers

1. **Build an integration for the phone system to query for agent routing information**
2. Build a custom CTI adapter that meets the specifications of the phone system
3. **Leverage a pre-built CTI Adapter from a third party AppExchange partner**
4. Leverage the Service cloud console to route calls based on agent routing information
5. Universal Containers has a three-tiered contact center. Cases are routed to Tier 1 or Tier 2 based on severity, Priority, Complexity, Or SLAs. Cases are assigned to Tier 3 only if they are escalated by Tier 1 and Tier 2.

How can Universal Containers measure case escalation?

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

1. Universal containers is ready to launch a customer portal to its targeted customers. The company’s executives want to use appropriate metrics to efficiently measure user adoption.

Which metrics should be measured?

Choose 2 answers

1. Number of emails compared to portal cases
2. **Number of portal logins per day**
3. Number of calls deflected using IVR
4. **Number of cases created in the portal**
5. Universal containers plans to deploy service cloud console to its contact center agents.

When step should be considered in deployment?

* 1. Assign the service cloud user license to appropriate roles
  2. Enable Chatter answers for all service cloud console users
  3. **Configure page layouts within the service cloud console**
  4. Assign interaction logs to user profiles in the service cloud console

1. Universal containers wants to deploy the service cloud to its contact centers located across North America, Europe, and Asia. The company would like standardized contact center processes and reporting implemented in its centers worldwide.

Which approach should a consultant recommend in this scenario?

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

1. Universal Health supports medical kits that have been disturbed to thousands of hospitals. Hospitals can request future credit by providing kit usage information by patient. The regional processing teams review these requests and award coupons for approved cases.

What should a consultant recommend to manage this process using service cloud?

* 1. **Use cases to track the credit requests and route them to regional teams using assignment rules**
  2. Design a custom object to track credit requests and route them regionally using assignment rules
  3. Enable the self service portal and generate logins for the hospital staff by region
  4. Use Web-to-lead to capture the credit requests and assign them to regional teams using workflow rules

1. A contact center manager would like to measure improvements to operations after the implementation of new workforce management system.

What metrics can be used to assess the success of the new workforce management system?

Choose 3 answers

1. **Service level**
2. Number of calls offered
3. Quality monitoring score
4. **Schedule adherence**
5. **Occupancy**
6. To manage the publishing lifecycle for articles in Salesforce knowledge, the contact center director wants to provide article managers with various publishing capabilities.

What configuration should be recommended to meet this objective?

* 1. Assign article managers to publication teams and specific article actions to each team
  2. **Assign article managers to public groups and specific article actions to each group**
  3. Assign article managers to public groups an specific publication states to each group
  4. Assign article managers to publication teams and specific publication states to each team

1. Universal Containers has a telemarketing contact center with agents who cold call prospects and follow up on prospects that have been routed to them.

Which metrics should universal containers consider when designing the contact center?

Choose 2 answers

1. Number of closed cases
2. Number of attempts to contact
3. **Number outbound calls per day**
4. **Number of lead referrals**
5. The Universal Containers support center management team would like to leverage Salesforce functionality to improve collaboration on cases

What should a consultant recommend to meet this requirement?

Choose 2 answers

1. **Create case teams and introduce swarming to resolve cases**
2. Create escalation rules to reassign cases after SLAs have expired
3. **Enable and use chatter feed tracking on the case object**
4. Enable the service cloud console and knowledge sidebar for agents.
5. The Universal Containers customer service technicians need to access the following information while at a customer site to complete the service call:

* Customer order history
* Level of contracted support
* List of replaceable parts

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

* 1. A workforce management system
  2. A mobile enterprise application platform
  3. A knowledge management system
  4. **An enterprise resource planning system**

1. Universal Containers 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

1. **Ability to enforce service levels with time dependent processes**
2. Ability to determine if a customer has contacted support in the past
3. **Ability to specify unique service levels for each customer**
4. Ability to prompt callers for the service contract number within IVR menus
5. What metrics should a contact center manager consider to measure adoption of Salesforce knowledge?

Choose 2 answers

* 1. Number of cases escalated by agent
  2. **Number of articles created by agent**
  3. **Number of articles attached to a case**
  4. Number of solutions created by agent

1. Universal Containers’ CFO is looking for ways to reduce contact center costs.

Which customer service metric should the CFO monitor to reach the budget goals?

Choose 2 answers

1. **Average handle time**
2. Upsell percentage
3. Customer retention
4. **First call resolution**
5. In an attempt to reduce the time it takes to resolve email-initiated cases, Universal containers wants to require that email cases open longer than 24 hours be reassigned to case queue.

Which solution should a consultant recommend to meet this requirement?

* 1. Workflow rules
  2. Apex trigger
  3. **Escalation rules**
  4. Auto response rules

1. The cost service for universal containers’ contact centers has steadily increased.

What solution should a consultant recommend to help reduce the cost of service?

Choose 2 answers

1. **Enable chatter for agent collaboration**
2. Create auto response templates for incoming emails
3. Enable Ideas in a customer portal
4. **Enable Live agent to handle incoming service inquires (Wrong answer)**

**New Options:**

1. **Enable Chatter for agent collaboration.**
2. Create auto-response templates for emails.
3. **Enable Knowledge in a Service Cloud portal.**
4. Enable Ideas in a Service Cloud portal.
5. Which statements are true regarding visual workflow?

Choose 2 answers

* 1. **Process can be revised with the drag-and-drop designer.**
  2. Process can be shared across organizations using Salesforce to Salesforce.
  3. Process are limited to a single department
  4. **Process can be automated without developing code**

1. Universal containers wants to notify customers when the status of their cases has been changed to closed.

What should a consultant recommend to meet this requirement?

* 1. Use case teams to track users and an Apex trigger for email notification
  2. User a custom object to track case status and notify users via email.
  3. **Use a workflow rule to track case status and notify users via email**
  4. Use account teams to track users and a workflow rule for email notification

1. A team of publishers has created and published articles in Salesforce knowledge. The manager of the help desk wants to verify that the articles are useful to agents.

Which reports can the help desk manager use to determine the quality of the articles?

Choose 2 answers

1. Report on agent feedback on articles
2. **Report on agent ratings on articles**
3. **Report on the articles attached to cases**
4. Report on the articles followed in chatter
5. 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?

* 1. Create an iframe to display the chat window
  2. Create user profiles or permission sets
  3. Enable chatter messenger for the organization
  4. **Enable live agent for the organization**

1. Which functionality is supported in the current version of the Salesforce CTI toolkit (release 4.01 or higher)?

Choose 2 answers

* 1. Automatically capture the caller ID on all activity records
  2. **Log calls in the interaction log of the service cloud console**
  3. **Support browsers that are cross-domain messaging compatible**
  4. Capture call recordings in the interaction log of the service cloud console

1. The business and IT leaders at universal containers have agreed to implement information technology infrastructure library(ITIL) for its IT Help desk

Which benefit will result from a successful ITIL implementation?

Choose 3 answers

1. **Achieving cost savings by utilizing operational resources only for the duration of the project implementation**
2. Delivering IT services that are focused on functionality rather than usability
3. **Creating services levels between IT and the business to provide value at an agreed upon cost**
4. Setting customers expectations with predictable process that are consistently used by the organization.
5. **Along IT and the business which allows IT to better understand current and future needs of the business.**
6. A contact center manager needs to measure the success of call deflection techniques that were recently implemented.

Which system should the manager use to generate a report to meet this requirement?

* 1. Private Branch Exchange
  2. Interaction voice response
  3. Workforce management
  4. **Customer relationship management**