1. Which Service Cloud tool requires the least agent involvement to resolve a customer issue?
2. Salesforce for Twitter
3. Live Agent
4. **Salesforce Knowledge**
5. Open CTI
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.
7. **Use workflow rules to send an email to the customer.**
8. Use auto-response rules to send an email to the customer.
9. Use assignment rules to assign the case to a case queue.
10. Use escalation rules to assign the case to a case queue.
11. Universal Containers is setting up a field service dispatch contact center.

Which functionality should be considered when designing the contact center? (Choose 2)

1. Chatter groups for customer
2. **Mobile access to case information**
3. **Visibility into service entitlements**
4. Predictive dialer for outbound calls
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. 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.
2. Use case auto-response rules to send an email to support managers within one hour of case creation.
3. **Assign cases to queues and use escalation rules to escalate cases that have not been accepted by an agent within one hour.**
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 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?

1. Use a workflow rule with an action
2. Use a validation rule
3. **Use a case assignment rule**
4. Use an Apex trigger
5. 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?

1. Create a custom report
2. **Create a custom related list on the case**
3. Create a custom view on the Case tab
4. Create a custom Visualforce page
5. 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?

1. Use escalation rules for notifications and case teams to monitor cases
2. **Use workflow rules for notifications and case teams to monitor cases**
3. Use escalation rules for notifications and account teams to monitor cases
4. Use workflow rules for notifications and account teams to monitor cases
5. A contact center manager needs to restrict who can create a FAQ Article Type within Knowledge.

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

1. Hide the Article Management tab for users who should have read-only access to articles.
2. Set the organization-wide default to private and create sharing rules for the FAQ article type
3. **Enable the Manage Articles permission for the publisher profile and assign it to users**
4. **Create a publisher profile that includes create access on the FAQ article type.**
5. Universal Containers is concerned with system performance in its contact center because the number of contact records has exceeded 40 million.

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

1. Contact related list load time
2. Contact view page load time
3. **Contact report run time**
4. Contact list view edit time
5. Universal Containers' contact center manager needs to measure the following metrics:

* Agent productivity
* Customer satisfaction

Which report should a consultant recommend? (Choose 2)

1. **Average handle time**
2. **First contact resolution**
3. Average speed to answer
4. Escalation rate
5. Universal Containers has discovered that the average time an agent takes to resolve a case has increased.

What should a consultant recommend to help reverse this trend? (Choose 2)

1. Track social sentiment across social media outlets
2. Hire more agents for the contact centers
3. **Configure entitlements and milestones to enforce SLAs.**
4. **Improve the training provided to existing agents**
5. To manager the publishing lifecycle for articles in Salesforce Knowledge, the contact center director wants to provide article managers the various publishing capabilities.

What configuration should be recommended to meet this objective?

1. **Assign article managers to public groups and specific article actions to each group**
2. Assign article managers to publication teams and specific publication states to each team
3. Assign article managers to public groups and specific publication states to each group
4. Assign article managers to publication teams and specific article actions to each team
5. What is the primary function of a private branch exchange (PBX)?
6. **To receive multiple calls at one time**
7. To use speech recognition to direct calls
8. To report the caller's background information
9. To mate calls to different agents
10. 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)

1. Verification of the production migration checklist
2. **Approval of test scripts from the business lead**
3. **Verification that sample data has been loaded**
4. Fund customer approval on training materials
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)

1. Escalation rules
2. **Case teams**
3. **Workflow rules**
4. Auto-response rules
5. Universal Containers is implementing Salesforce Knowledge at its contact center. The contact center has a dedicated support team for each product that it supports. Contact center agents should only be able to new articles for the product they support.

What solution should a consultant recommend to meet this requirement?

1. **Assign team-based roles to the associated product data category value**
2. Assign team-based profiles to the associated product article type
3. Assign team-based profiles to the associated product data category value
4. Assign team-based roles to the associated product article type
5. 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. Data loader, change sets, and Force.com Excel Connector
2. Visual Workflow, data loader, and Force.com IDE
3. **Force.com migration tool, Force.com IDE, and change sets**
4. Mass transfer records, change sets, and Force.co migration tool
5. 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?

1. Computer Telephony Integration
2. **Interactive Voice Response**
3. Automatic Call Distribution
4. Order Management System
5. What metrics should a contact center manager consider to measure adoption of Salesforce Knowledge? (Choose 2)
6. Number of cases escalated by agent
7. **Number of articles created by agent**
8. **Number of articles attached to a case**
9. Number of solutions created by agent
10. 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. **Adjust the dates in the project plan to account for the additional requirements and communicate the new timeline.**
  2. Add development resources to the project team to build out the additional requirements.
  3. Adjust the project scope to accommodate new requirements and continue with the original project schedule
  4. Document the requirements gap and communicate development options to the project team

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 10 MB**
  2. Accepts attachments from emails
  3. Handles more the 10,000 emails a day
  4. Requires the use of Transport Layout Security (TLS)

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

(Choose 3)

* 1. **To provide online security threat information**
  2. **To provide live and historical data on system performance**
  3. **To provide information planning planned maintenance**
  4. To provide live Support for system and data backup
  5. To provide best practices for continuity plans

1. A consultant needs to import 2,000 source articles for a Salesforce Knowledge implementation. The source articles are in HTML and contain several images. All of the articles are FAQs.

Before importing the articles into Knowledge, which step should a consultant perform? (Choose 3)

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

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)

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

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 Service Cloud Console and enable the Knowledge sidebar on the case page layout.
  3. **Enable the Knowledge sidebar setting in the case support settings**
  4. Create a Visualforce page called Knowledge sidebar on the case page layout

1. Universal Containers is implementing a CTI solution for its inbound service and support contact center. Currently, the company handles only existing customers with support issues. The contact center manager has been tasked with improving sales for the premier support offering.

What key metrics can be expected to improve following the CTI implementation? (Choose 2)

* 1. Average days to close
  2. **First call resolution**
  3. **Average handle time**
  4. Abandon rate

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 or recent self-service initiatives to executive management?

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

(Choose 2)

1. **Number of cases created using portal**
2. Number of IVR inquiries without agent involvement
3. **Number of cases closed by a self-service user**
4. Average call handle time by team
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 and license type would meet all of these requirements?

* 1. Force.com Sites with Knowledge and Email-to-Case
  2. Visualforce and Self-Service Portal
  3. Force.com Sites with Knowledge and Web-to-Case
  4. **Force.com Sites and High-Volume Customer Portal**

1. Which statements are true regarding a prebuilt Salesforce computer telephony integration (CTI) adapter for different telephony systems? (Choose 2)
   1. It is a server based software program that controls the behavior of a Salesforce SoftPhone
   2. **It is an intermediary between a telephony system and a Salesforce CRM call center user**
   3. **It utilizes the SoftPhone capability from within the Salesforce application**
   4. It allows voicemails to be captured and stored as attachments on cases
2. Customers can contact Universal Appliances to report problems with their appliances within 30 days of delivery. Support agents need quick-view-only access to an external database the stores over 100,000 known product bugs logged by the product engineers.

Which solution should a consultant design to meet this requirement? (Choose 2)

1. **Display product bug data in Salesforce via a Visualforce page**
2. **Use Web Services API to integrate the external database with Salesforce**
3. Create a custom product bug object and import data into Salesforce
4. Use Bulk API to load the product bug data into Salesforce
5. 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)

* 1. **Create an email template to send articles as PDF attachments**
  2. **Enable suggested articles on new cases**
  3. **Enable article submission during case close**
  4. Enable article customization for open cases
  5. Enable agents to create their own personal articles

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

(Choose 2)

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

1. 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)

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

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)

* 1. **Report on the articles attached in cases.**
  2. Report on articles followed in Chatter.
  3. **Report on agent ratings on articles**
  4. Report on agent feedback on articles

1. What key metric should a contact center manager use to evaluate the effectiveness of a new Service Cloud implementation? (Choose 2)
   1. **First contact resolution rate**
   2. **Number of total cases handled**
   3. Total number of solutions created by agent
   4. Average number of knowledge articles published
2. 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)

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

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

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

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

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)

* 1. Have agents manually create users when portal access is requested by customers.
  2. Identify active customers and send them registration instructions via email.
  3. **Create active customers as portal users and send them email notifications**
  4. **Have agents provide customers with portal registration instructions when working a 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 cannot own records
  2. Users can download and view content
  3. **Users are not associated with a role in the hierarchy**
  4. Users can be part of a case team

1. What are benefits of deploying Knowledge in a high volume Service Cloud portal?

(Choose 2)

1. Replaces the need for an email channel
2. Eliminates tracking of customer entitlements
3. **Uncovers gaps in the knowledge base**
4. **Reduces incoming call volume**
5. 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)

1. **Assign the correct Salesforce users to the Call Center**
2. **Install an adapter from AppExchange to work with third-party CTI systems**
3. Use Apex to create an adapter to work with third-party CTI systems
4. **Create a SoftPhone layout and assign to user profiles**
5. Assign the Salesforce CTI license to Salesforce users
6. A contact center manager is looking for ways to overall cost per case.

What Salesforce metrics should the contact center manager evaluate? (Choose 2)

* 1. **Average number of activities per case**
  2. Average number of articles attached to a case
  3. **Total number of cases by origin**
  4. Average customer satisfaction score by case

1. Universal Health supports medical kits that have been distributed 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. Enable the self-service portal to generate logins for the hospital staff by region.
  2. Use Web-to-Lead to capture the credit requests and assign them to regional teams using workflow rules.
  3. Design a custom object to track credit requests and route them regionally using assignment rules
  4. **Use cases to track the credit requests and route than to regional teams using assignment rules**

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)

* 1. **First call resolution**
  2. **Average handle time**
  3. Upsell percentage
  4. Customer retention

1. For which purpose should a contact center use Visual Flow?
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 to the support manager if it has been open for more than 72 hours
5. **To automate business processes for agents who troubleshoot customer support issues via phone**
6. 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. Enable the case survey object for the customer portal
  2. **Utilize an AppExchange package to handle customer surveys**
  3. Create a validation rule for case survey email templates
  4. Modify the user interface settings for the case survey sidebar

1. Which document should be created to support the initial planning phase of an implementation project? (Choose 2)
   1. Requirements traceability matrix
   2. Solution design document
   3. **Project milestones**
   4. **Project kickoff presentation**
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 a dashboard report to display and compare escalated cases against non-escalated cases.**
  2. Create a case report with a custom summary formula to calculate the percentage of escalated cases.
  3. Create a formula field on the case record to calculate percentage of escalated cases.
  4. Create a daily snapshot report of all cases and calculate percentage of escalated cases.

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

How can Universal Containers measure case escalation?

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

1. The Universal Containers support center management team would like to leverage Salesforce functionality to improve collaboration on cases.

What should a consultant recommend to meet this requirement? (Choose 2)

* 1. Create escalation rules to re-assign cases after SLAs have expired.
  2. Enable the Service Cloud Console and Knowledge sidebar for agents.
  3. **Create case teams and introduce swarming to resolve cases.**
  4. **Enable and use Chatter feed tracking on the case object.**

1. 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)

* 1. **Allows customers to submit ideas and answers**
  2. Allows customers to customize their user interface
  3. Allows customers to search documents in Contact
  4. **Allows customers to follow Chatter feeds**
  5. **Allows customers to search a knowledge base**

1. A contact center agent wants to leverage subject matter experts (SMEs) on Chatter to resolve a complex issue for a customer.

What is the recommended solution to increase the involvement of SMEs and track the case to completion in Chatter?

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

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)

* 1. **To represent metrics such as first-response and resolution time on cases.**
  2. To monitor the case escalation rule queue to confirm service levels are met
  3. To identify the customer contact associated with a particular stage of a service contract
  4. **To display whether a case response complies with a customer service level agreement**

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

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

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

1. The cost of service for Universal Containers contact centers has steadily increased.

What solution should a consultant recommend to help reduce the cost of service? (Choose 2)

1. Enable Ideas in a customer portal
2. **Enable Chatter for agent collaboration**
3. Create auto-response templates for incoming emails
4. **Enable Live Agent to handle incoming service inquiries**
5. What solution should a consultant recommend while designing a plan to decrease a company's cost per call? (Choose 2)
6. Increase the Call-to-Order ratio
7. **Use integrated voice response**
8. Bypass entitlement verification
9. **Use suggested Knowledge articles**
10. 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)

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

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

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)

1. Number of calls deflected using IVR
2. Number of emails compared to portal cases
3. **Number of cases created in the portal**
4. **Number of portal logins per day**
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 user profiles or permission sets
  2. Enable Chatter Messenger for the organization
  3. **Enable Live Agent for the organization**
  4. Create an iframe to display the chat window