

## **Important Questions for CIS CSM exam**

### **E-book is best to pass the exam**

Q1) Which feature enables you to quickly identify high-priority tasks based on multiple dimensions, not just by a single field value like priority?

- A. Case Performance
- B. Case Analytics
- C. Case Digest
- D. Case Spotlight**

Q2) During which Now Create stage are workshops conducted?

- A. Execute
- B. Initiate
- C. Deliver
- D. Plan**
- E. Close

Q3) Which application must be activated to enable customers to check in on-line for future appointments?

- A. Business Location
- B. Walk-Up Experience**
- C. Field Service Management
- D. Service Organization

Q4) What are some of the influencing factors that will help determine the type of customer support desk structure required? (Choose four.)

- A. Knowledge and skills required for agents**
- B. Geographical location of customer**
- C. Languages spoken by agents**
- D. Number and type of support tools available
- E. Number of customer service portals used
- F. Number of agents required**

Q5) What is the default value in the Channel field when a new case is opened by a customer in the Service Catalog, using the Customer Service Portal?

- A. Web**
- B. Catalog
- C. Portal
- D. Virtual Agent

Q6) When activating the Customer Service Management Demo Data plugin, which case type is available besides product case?

- A. Order**
- B. Contract
- C. FAQ
- D. Monitoring
- E. Request
- F. Billing

Q7) What's the purpose of the Deactivate Special Handling Notes Scheduled Job?

- A. Runs at the end of the month and deactivates all Special Handling notes more than 30 days old
- B. Runs weekly and must have the Active checkbox unchecked in order for Special Handling notes to be deleted by the end of the week
- C. Runs on demand by the System Admin who must set specific weekly schedules and set only those that are priority 1-critical to be deactivated
- D. Runs daily at midnight, checks all active alerts and sets the status to Expired for those that have reached their expiration dates**

Q8) What does the Agent Whisper function do?

- A. Lets agents and chat supervisors have a conversation without the requester knowing
- B. Lets the chat supervisors have a conversation with the requester without the agent knowing
- C. Lets agents have chat conversations with other agents without the requester knowing
- D. Lets agents and requester have a conversation without the chat supervisor knowing

Q9) Upon self-registration through the Consumer Service Portal, a record is created in: (Choose two.)

- A. Contact (customer\_contact)
- B. Consumer User (csm\_consumer-user)
- C. Consumer (csm\_consumer)
- D. CSM User (csm\_user)

Q10) Who can create a customer service case from a community discussion? (Choose two.)

- A. Customer service agent (sn\_customerservice\_agent)
- B. Proxy case creator (sn\_customerservice.proxy\_case\_creator)
- C. Partner (sn\_customerservice.partner)
- D. Case Viewer (sn\_customerservice.case\_viewer)

Q11) The assignment workbench uses configurable matching criteria to evaluate agents in a selected group and provide an overall ranking. What are the different types of criteria available for the assignment workbench? (Choose three.)

- A. Correlation
- B. Availability
- C. Scripted
- D. Simple Match
- E. Aggregate

Q12) Asset classes are defined to allow for logical grouping of assets. There are five asset classes provided to group assets, each Asset class provides unique functionality for that group of Assets in the platform. Which of the following are the asset classes used? (Choose five.)

- A. Hardware assets
- B. Facility assets
- C. Configuration assets
- D. Software licenses assets
- E. Enterprise Software assets
- F. Network assets
- G. Consumables assets

Q13) Which of the following best describes how the CSM application uses the Asset table?

- A. CSM uses the Product table instead of the ITSM Asset table
- B. CSM uses the Product Model table instead of the ITSM Asset table
- C. ServiceNow uses the same Asset table for both CSM and ITSM, however CSM has a different subset of fields
- D. Because CSM Assets are managed differently from ITSM Assets ServiceNow uses different Asset Tables for CSM than it does for ITSM

Q14) A consumer service agent receives and accepts a case which was created by a consumer. The agent needs and requests more information from the consumer. After receiving the information, the agent proposes a solution that is accepted by the consumer. Given this scenario, what is the chronological order of case states used to manage this case?

- A. New > Work in Progress > On Hold > Work in Progress > Resolved > Closed
- B. New > Open > Work in Progress > Solution Proposed > Closed
- C. Open > Pending > Work in Progress > Resolved > Closed
- D. New > Open > Awaiting Info > Open > Resolved > Closed

Q15) What are the types of matching criteria for Customer Service? (Choose four.)

- A. Matching Skills
- B. Last Assigned
- C. Certifications
- D. Distance
- E. Assigned Cases
- F. Availability Today

## G. Partner Hours

Q16) Configure chat for Agent Workspace so that agents can interact with their customers.

From a chat, agents can: Options are:

- a) Escalate the chat to virtual agent
- b) Create a record, such as an incident or a case
- c) Escalate the chat to another agent
- d) Respond to questions

Q17) Why does the implementation team need to deliver core functionality to the customer as quickly as possible?

- a) To expand the technical reach
- b) To facilitate the requirement gathering during the workshops
- c) To complete any complex customizations early enough
- d) To realize near-term ROI (Return on Investment)

Q18) What should be part of the pre-engagement collateral?

- a) Frequently Asked Questions (FAQ)
- b) Scoping Guide
- c) Customer Service roles template
- d) Stock Keeping Unit (SKU) and pricing sheet

Q19) Predictive Intelligence improves triage quality by eliminating the guesswork.

Predictive Intelligence supports which of the following decisions? (Choose two.)

- a) Case Escalation
- b) Case State
- c) Case Categorization
- d) Case Prioritization

Q20) Special handling notes property: Width of the Special Handling Notes pop-up window in pixels, default 500 px.

- a) sn\_shn.max\_num\_alerts
- b) sn\_shn.note\_preferences
- c) sn\_shn.popup\_width

Q21) Entitlements specify the level of service provided to customers.

- a) False
- b) True

Q22) If the CSM Demo Data Plugin has been installed what are two options either of which will prepare that instance to be used as part of the release path to production? (Choose two.)

- a) Zboot the instance
- b) Disable the Case Interceptor
- c) Remove the Demo Data via a HI Request
- d) Clone back to this instance from a valid instance

Q23) ACME corporation wants to use ServiceNow CSM for supporting their customers through Twitter.

What CSM entity would you recommend ACME to store the customer's Twitter profile details?

- a) Account
- b) Not supported
- c) Consumer
- d) Social Profile
- e) Personnel File

Q24) What are common types of application record data that are imported during a CSM data migration?. Select all that apply.

- a) Knowledge Article
- b) Accounts
- c) Chat
- d) Case

Q25) Read the use case below to determine if the customer service relationship is B2B or B2C.

Mary Contrary experiences a power outage and call the electrical company. The agent determines the outage is local to the customer and scheduled a technician to Mary's house.

- a) B2C
- b) B2B

Q26) If only one user reports a content for moderation, the content will be hidden.

- a) True
- b) False

Q27) Configuration items (CIs) are entities that capture the individual configurations for each product sold to the customer. CIs are stored in the configuration management database (CMDB). Assets are specific product instances that are supported for a customer.

Which of the following statements is correct for CIs and assets?

- a) The contract and entitlements of an asset dictate whether or not it is stored in the CMDB
- b) The CMDB only tracks CIs, assets cannot be CIs
- c) While the CMDB may track some assets as configuration items (CIs) not ALL assets are CIs
- d) The CMDB tracks all assets as configuration items (CIs)

Q28) Which of the following roles cannot update a consumer's record?

- a) sn\_customerservice\_agent
- b) sn\_customerservice\_manager
- c) sn\_customerservice.consumer\_agent
- d) admin

Q29) What is the purpose of the Guided Decisions capability?

- a) Provide agents with an escalation guide
- b) Guide agents through account management
- c) Dynamically guide agents to help resolve complex cases
- d) Provide agents with a knowledge guide

Q30) From a security perspective, scoping brings several benefits: (Choose two.)

- a) Improves instance security by limiting accessibility to other applications on the instance
- b) Provides CSM teams the autonomy and control needed to configure and manage the CSM application, but not the CSM Service Portals
- c) IT can manage and control the pace of the CSM teams because dependencies have been put in place
- d) The scope holds the records and acts as a container for the desired Customer Service Management Applications

Q31) Which of the following is a condition for matching rules?

- a) Agent domain
- b) Assignment
- c) Switching
- d) Specific case attributes

Q32) Which of the following roles can update a consumer's record? (Choose two.)

- a) Consumer Support Agent {sn\_customerservice.consumer\_agent}
- b) Customer Service Manager (sn\_customerservice\_manager)
- c) Customer Service Agent (sn\_customerservice\_agent)
- d) Customer (sn\_customerservice.customer)

Q33) What one of the following is optional when creating a Catalog workflow?

- a) Publishing the workflow
- b) Defining workflow activities
- c) Approving the workflow
- d) **Managing workflow versions**

Q34) In the 'Action Status' column on a case list what could a red indicator dot mean? (Choose two.)

- a) Blocked by approval
- b) Blocked by case task
- c) **Blocked internally and by customer**
- d) **Blocked by internally**

Q35) In the Customer Service Management space what defines the term asset?

- a) A physical item
- b) **A specific product instance supported for a customer**
- c) A product that a company supports
- d) A resource that allows a business service

Q36) Is the Customer Service Social Integration plugin (com.sn\_cs\_social) activated as part of the Customer Service Management plugin?

- a) Maybe
- b) No
- c) **Yes**
- d) I don't know

Q37) How many outbound email accounts are supported in Customer Service Management?

- a) **One**
- b) Unlimited
- c) Two
- d) One per business service

Q38) What are the Forum User Types? (Choose three.)

- a) Admin
- b) **Registered**
- c) **Public**
- d) **Custom**
- e) Moderator

Q39) Partner admin contacts have access to the data of both their partner accounts and customer accounts.

- a) **True**
- b) False

Q40) From what places in SN can an agent create a case? (Choose three.)

- a) **Customer Service Application**
- b) **Contact**
- c) **Account**
- d) Chat

Q41) Information about a customer's service contract is found in Knowledge.

- a) **False**
- b) True

Q42) Which of the following statements is correct when the 'Contact Local Time' field is enabled in a case form?

- a) The field is not based of the customers profile time zone
- b) The field is active in the base form
- c) The field is always based on the system time zone

**d) Agents can use the field to identify if it is the right time to contact customer**

Q43) Which Business Rules are part of the Customer Service Management baseline configuration? (Choose two.)

- a) Apply Role by Customer
- b) Auto Assessment**
- c) Change Update to Close
- d) Update Case Entitlement**

Q44) What are the Critical Success Factors that are related to CSM Suite Implementations? (Choose four.)

- a) Define the Business Pain Points ✓**
- b) Provide consistent service to customers ✓**
- c) Have a clear understanding of the use cases ✓**
- d) Define the number of hours needed to develop the associated requirements
- e) Implementation is only as good as the underlying process ✓**

Q45) What action is required to enable agents to create an incident record for a case?

- a) They must be assigned with the read role for incident
- b) They must be assigned with the itil role ✓**
- c) They must be assigned with the snc\_internal role
- d) They must be assigned with the sn\_customerservice.itsm\_contributor role

Q46) Matching rules enhance assignment capability by .

- a) Matching best agent by availability ✓**
- b) Providing dynamic matching of cases to groups or individuals
- c) Determining if account is a customer or partner
- d) Matching best agent by skill

Q47) Which social media channels are NOT available out-of-box?

- a) Facebook
- b) Twitter
- c) LinkedIn ✓**
- d) All of the above
- e) None of the above

Q48) Which capabilities does the integration with Microsoft Outlook add-in offer? (Choose two.)

- a) Escalate a case on the add-in panel of Outlook
- b) Register the sender of an email as contact**
- c) As the Microsoft Outlook user, register yourself as self-contributor
- d) Create cases using email content in Outlook for the customer contact**

Q49) What are some benefits that Knowledge Product Entitlement provide? (Choose three.)

- a) Reduces call volume ✓**
- b) Makes it easier for Agents to manage case volume ✓**
- c) Allows access to Knowledge Articles that are related to products owned by a customer ✓**
- d) Information about customer's service contract

Q50) Predictive Intelligence improves Case management by:

- a) Predicting what values should have gone into empty fields in historical records
- b) Reducing the number of records needed to accurately predict a value
- c) Replacing legacy routing rules
- d) Predicting Case values without manual intervention ✓**

Q51) Partner admin (sn\_customerservice.partner\_admin) contacts have access to:

- a) Their customer account
- b) Their partner accounts
- c) Both ✓**
- d) Neither

Q52) Information in the Case Field 'Contact' is copied to which Incident Field?

- a) Contact
- b) User
- c) Customer
- d) Caller

Q53) Out-of-the-box, the consumer support portal (/csp) CANNOT be used for which one of the following actions?

- a) Open an incident
- b) Viewing knowledge articles
- c) Live chat
- d) Consumer self-registration

Q54) What should be emphasized when designing solutions? (Choose three.)

- a) Minimize customizations
- b) Focus Out-of-the-box functionality
- c) Design for Scalability
- d) Mobile friendly functionality

Q55) When the channel field on a case form is set to Social where are details of the social media conversations related to the case stored?

- a) Social Channels
- b) Social Profiles
- c) Social Logs
- d) Work notes
- e) Additional comments

Q56) Which of the following are channels? (Choose two.)

- a) Contacts
- b) Web
- c) Chat
- d) Article

Q57) In the Customer Service Management space, what does the term asset management mean?

- a) Financial, contractual and inventory information of assets
- b) A set of business activities and processes used to track assets
- c) Tables in the Asset application
- d) Tracking products or services customers are using

Q58) Access to a Knowledge base or Article can be restricted based on a customer's assets and the product models using which of the following? (Choose two.)

- a) Knowledge Product Entitlements
- b) Data Policy
- c) ACL
- d) User Criteria

Q59) Which of the following are best practice with regard to data imports? (Choose two.)

- a) When importing to multiple instances import to each instance separately.
- b) Use ServiceNow automatic functionality to clean the data after it is in ServiceNow tables rather than in the legacy repository.
- c) Ensure the field data lengths in ServiceNow are adequate for the imported data because ServiceNow does not automatically adjust the length.
- d) Images embedded in Knowledge Articles should be uploaded separately

Q60) What is a household entity?

- a) Group of users that usually share a common address and use services as a group
- b) Group of people that usually share a common address and use services as a group
- c) Group of customers that usually share a common address and use services as a group
- d) Group of consumers that usually share a common address and use services as a group

Q61) What activities can a Head of Household carry out? (three answers are correct)

- A. Create relationships between household members
- B. Create cases on behalf of other household members**
- C. See the sold products for the household
- D. See the sold products and install base items for the household**
- E. Create relationships between products and other household members

Q62) Which one is NOT a dependency for the Customer Service Plugin?

- a) Task Activities
- b) Skills Management
- c) Openframe
- d) **Communities ✓**

Q63) Advanced Work Assignment (AWA) pushes work to qualified agents using work item queues, routing conditions, and assignment criteria that you define.

Which step would ensure the work was allocated to the appropriate agent?

- a) Set the Agent Experience (What agents see in their Workspace inbox)
- b) Define Assignment Rules (How to assign work items)
- c) **Define Work Item Queues (Where to route) ✓**
- d) Configure Service Channels (What to route)

Q64) Out-of-the-box, cases are automatically closed after how many days?

- a) 3 days
- b) 5 days
- c) **10 days ✓**
- d) Cases are not automatically closed by default

Q65) \_\_\_\_\_ is a role for managing all of the cases in an account and any related child accounts.

- a) Partner administrator [sn\_customerservice.partner\_admin]
- b) Consumer [sn\_customerservice.consumer]
- c) Customer [sn\_customerservice.customer]
- d) Partner [sn\_customerservice.partner]
- e) **Customer case manager [sn\_customerservice.customer\_case\_manager] ✓**
- f) Customer administrator [sn\_customerservice.customer\_admin]

Q66) Which CSM Configurable Workspace feature enables agents to quickly view records in the contextual side panel without switching tabs?

- a) Contextual Search
- b) Agent Assist
- c) **Dynamic Related Records ✓**
- d) Record Information

Q67) Agents and managers cannot create knowledge articles from Community questions.

- a) **True ✓**
- b) False

Q68) The available case types are: (Choose two.)

- a) Product Support
- b) **Order ✓**
- c) **Product ✓**
- d) Support

Q69) What are features of Customer Service Management? (Choose four.)

- a) Timed Audits
- b) **Service Entitlements ✓**
- c) Demand Management
- d) Service Prospecting
- e) **Real-time SLAs ✓**

- f) Service Contracts ✓
- g) Skills-based routing ✓

Q70) Which service catalogs are available out-of-the-box in the customer portals? (Choose two.)

- a) Partner Service ✓
- b) Customer Service ✓
- c) Consumer Service
- d) Product Service

Q71) Which of the following are true regarding the Community Portal application? (Choose two.)

- a) It is available to any customer with a Community license ✓
- b) It is available by default with the Support and Service portals
- c) It is only available to CSM license holders ✓
- d) Most of the configuration does not require System Administrator role

Q72) What is required to enable the Follow the sun field on the Customer Service Case form?

- a) Nothing, it is a standard field
- b) The value property on the form must be set to true
- c) The plugin 'com.snc.csm\_time\_recording' needs to be activated
- d) The value property on the form must be set to true and the field added to the case form ✓

Q73) What do blue circles in the timeline of a case form represent?

- a) Note
- b) State ✓
- c) Activity
- d) Comment

Q74) The ServiceNow Communities feature is only available for customers with ServiceNow Customer Services Management licenses.

- a) True
- b) False ✓

Ref:

<https://docs.servicenow.com/bundle/vancouver-customer-service-management/page/product/customer-communities/task/activate-communities.html>

Q75) Users with the sn\_customerservice.proxy\_contact role can do which of the following? (Choose two.)

- a) Manage cases on behalf of customer service agents
- b) Create cases on behalf of customers ✓
- c) Manage requests on behalf of customer service agents
- d) Create requests on behalf of customers ✓
- e) Manage major incident communication on behalf of a customer service manager

Q76) With the Auto Close Resolved Cases flow enabled, and using its default settings, when will a reminder be sent to a non-responsive customer?

- a) After 3 days
- b) After 5 days ✓
- c) After 1 day
- d) After 7 days

Q77) What is the equivalent of NOT selecting any group, when configuring multiple active configurations of OpenFrame?

- a) Selecting all the groups ✓
- b) Selecting none of the groups
- c) Missing configuration
- d) Misconfigured

**Note:** If you do not select any groups, the configuration is available to all users with the openframe user role.

Q78) Which of the following functions can be completed when using the Field Service Management Application on a mobile device offline? (Choose three.)

- a) Manage requests
- b) Execute assigned tasks ✓
- c) Close work orders ✓
- d) Manage cases
- e) Manage assets ✓

Q79) What module is used to create Case Record Producers?

- a) Case Record Producers
- b) Edit Records
- c) Record Producers ✓
- d) Maintain Records

Q80) Which are the key self-service functions of the Customer Support Portal? (Choose three.)

- a) Community ✓
- b) Knowledge Base ✓
- c) Open An Incident
- d) Service Catalog ✓

Q81) Once a major case candidate is approved a major case is created.

What then happens to the customer case?

- a) The customer case becomes a child case of the major case ✓
- b) The customer case will be automatically closed
- c) The customer case becomes the parent case of the major case
- d) The customer case will automatically be related to a problem

Q82) The self-registration feature enables new customer contacts to submit registration requests from the customer portal.

Which role is responsible for creating the unique registration code for each account?

- a) Customer Service Manager (sn\_customerservice\_manager)
- b) System administrator (admin) ✓
- c) Service organization administrator (sn\_customerservice.service\_organization\_admin)
- d) Customer admin (sn\_customerservice.customer\_admin)

Q83) The Agent Chat [com.glide.interaction.awa] plugin is required for chat in Agent Workspace.

- a) False
- b) True ✓

Q84) What are the types of units used to measure entitlements? (Choose two.)

- a) Hours ✓
- b) Contract
- c) Cost
- d) Case ✓

Q85) What is the purpose of a Catalog Item variable?

- a) Allows the customer to ask a question
- b) Provides hint to the user on the field
- c) Opens a chat session with customer support
- d) Allows the customer or consumer to qualify their answer ✓

Q86) Cost Information on cases is available as part of the Performance Analytics Content Pack for Customer Service.

- a) True
- b) False ✓

Q87) Which of the following are true regarding integrating a ServiceNow Knowledge base with external content? (Choose two.)

- a) Imported external articles appear as attachments in ServiceNow ✓
- b) Only applications that allow WebDAV connections can be integrated ✓
- c) The imported article will have the same category it had in the source knowledge base
- d) SharePoint blocks this integration

Q88) What are the characteristics of Knowledge Categories?

- a) Shareable across KBs: Yes; Multi-Level: No
- b) Shareable across KBs: No; Multi-Level: Yes ✓
- c) Shareable across KBs: No; Multi-Level: No
- d) Shareable across KBs: Yes; Multi-Level: Yes

Q89) What role does the Engagement Manager play before the Workshop? (Choose two.)

- a) Project Manager ✓
- b) Acts as intermediary
- c) Provides answers to technical problems
- d) Assists with technical requirements ✓

Q90) \_\_\_\_\_ is a role for agents who assists consumers with questions, issues, and problems. This user creates, views, and edits cases and works with consumers to resolve cases. Typically supports a specific set of products across one or more communication channels. An agent can belong to one or more agent groups.

- a) Partner [sn\_customerservice.partner]
- b) Agent [sn\_customerservice\_agent]
- c) Consumer Agent [sn\_customerservice.consumer\_agent] ✓
- d) Agent manager [sn\_customerservice\_manager]
- e) Customer case manager [sn\_customerservice.customer\_case\_manager]
- f) Customer administrator [sn\_customerservice.customer\_admin]

Q91) Assignment workbench enables customer service managers to assign tasks to agents via configurable criteria known as Matching Rules.

Which out-of-the-box configurable criteria can be used? (Choose three.)

- a) Assigned Cases ✓
- b) Agent Affinity
- c) Availability Today ✓
- d) Matching Skills ✓
- e) Agent History

Q92) What action can be performed by a Partner Admin (sn\_customerservice.partner\_admin) and NOT by a Partner (sn\_customerservice partner) in the Customer Service Portal?

- a) Can view assets belonging to their partner accounts
- b) Can create, view, and edit cases for their partner accounts
- c) Can resolve cases reported by their partner accounts
- d) Can create and update contacts for their partner accounts ✓

Q93) To which entities can Special Handling Notes be applied out of the box?

- a) Consumer ✓
- b) Entitlement
- c) Sold Product

Q94) What criteria can be used to determine when a new inbound case should be opened?

- a) When a new customer is created
- b) When an internal problem occurs
- c) When a customer has a question or issue to resolve ✓
- d) When we have new marketing material for a customer

Q95) Articles can provide the following: (Choose three.)

- a) Document current and known issues ✓
- b) Provide answers and responses to common issues or questions ✓

- c) Information about customer's service contract
- d) Share product information ✓

Q96) Regarding Account Teams, what is the purpose of marking a role as 'unique'?

- a) The role then becomes a child responsibility
- b) Ensure there is a dedicated account manager for that account
- c) The role then becomes a parent responsibility
- d) Prevent the same role being used on different customer accounts ✓

Q97) Which of the following are correct for parent/child synchronization? (Choose two.)

- a) Multiple child cases can be managed from a parent case as in Major Issue Management ✓
- b) The Administrator can choose which fields to synchronize from parent to child cases
- c) Parent to child cases can be synchronized regardless of which state the case is in ✓
- d) The property to synchronize parent to child cases is automatically enabled

Q98) From a service provider's perspective, is the following a product or an asset? A cable modem model that the service provider sells.

- a) Product ✓
- b) Asset

Q99) What are the conditions that matching rules are based on? (Choose two.)

- a) Agent resources best suited to work on a case ✓
- b) Specific routing rules
- c) Filters set up in advanced work assignment.
- d) Specific case attributes ✓

Q100) How many active OpenFrame configurations can you have on an instance?

- a) 2
- b) Unlimited ✓
- c) 1
- d) 3

Q101) Contextual Search framework is used for providing Knowledge search results in which of these scenarios?

- A. Entering question in portal only
- B. Record Producer only
- C. Both portal question entry and Record Producer
- D. None of the above

Q102) Major Issue Management uses which one of the following capabilities?

- A. Governance Risk and Control
- B. Targeted Communications
- C. Asset management
- D. Record producers

Q103) What is required to synchronize fields from a parent to a child case(s)?

- A. The advanced plugin (com.sns.pa.customer\_service\_advanced) needs to be activated
- B. Major Issue Management needs to be installed and certain properties enabled
- C. No action required, this is a standard Customer Service Management feature
- D. The role of sn\_customerservice.customer\_case\_manager must be assigned

Q104) The Customer Support Portal default configuration provides the following channels to interact with customers? (Choose two.)

- A. Web
- B. Social
- C. Chat
- D. Email

Q105) Which of the following roles cannot update a consumer's record?

- A. **sn\_customerservice\_agent**
- B. admin
- C. sn\_customerservice.consumer\_agent
- D. sn\_customerservice\_manager

Q106) What features are included with the default Customer Service Portal? Select all that apply.

- A. Header with links for different customer activities such as creating a case.
- B. Links to information sources such as the knowledge base, community and customer support.
- C. Links to marketing promotions and product coupons
- D. Search feature to get information from several repositories.

Q107) What does the snc\_external role allow?

- A. Prevent external users access to the instance
- B. Allow new users to register a new account
- C. Allows external users access to the instance**
- D. Allows external users access to internal assets

Q108) What is required in order to allow requests to be created from Customer/Consumer Service Portals?

Ans. Customer Service with the Request Management plugin com.sn\_cs\_sm\_request

Q109) What is your primary output from the Requirements Gather workshop

- a. Schedules
- b. Personates
- c. Use Cases
- d. Stories**

Q110) Special handling notes can be created based on conditions for:

- A. Holiday
- B. Domain
- C. Contact**
- D. VIP

Q111) Special Handling Notes can apply to which one of the following based on specific attributes?

- a) Domain
- b) Contact**
- c) Holiday
- d) VIP

Q112) What are the benefits of leading indicators over lagging indicators?

- a. Easy to influence**
- b. Prospective**
- c. Retrospective
- d. Hard to influence

Q113) What is KCS?

- a. A bunch of tables strictly pertaining to CSM case articles that focus on mapping articles to Knowledge management.
- b. A documented methodology to provide a set of best practices for creating and maintaining knowledge.**
- c. A dashboard with specific visualization of the different knowledge bases and categories
- d. An application that help agents and manager to create cases from knowledge articles

Q114) When a consumer registers on the portal, records are created in what tables:

- A. Customer\_contact
- B. Csm\_consumer
- C. Csm\_consumer\_user**
- D. Customer

## E. sys\_user

Q115) What are considered external roles?

- A. Customerservice\_agent
- B. Sn\_customerservice.partner\_admin**
- C. Sn\_customerservice.customer\_admin

Q116) When installing virtual agent, NLU is activated but what needs to be done to enable it for use? (Select 2)

- A. Configure NLU Intent
- B. Configure NLU Entity
- C. Enable it for use**
- D. Select NLU Provider**

Q117) What can you utilize to send periodic updates on high priority cases for customers and internal stakeholders?

- A. Case Analytics
- B. Case Summary
- C. Case Digest**
- D. Post Case Review
- E. Special handling notes

Q118) What are the two Customer Service Case Digests? What do they do?

- A. Case Action Summaries**
- B. Post Case Reviews**

Q119) Which is the minimum role required to create a case for an account consumer from platform or CSM workspaces to track issues?

- a. Account Contact (sn\_customerservice.customer)
- b. Customer Service Agent (sn\_customerservice\_agent)**
- c. Account Consumer (sn\_acct\_consumer.consumer)
- d. Customer Service Manager (sn\_customerservice\_manager)

Q120) What feature in the contextual side panel of the CSM Configurable Workspace enables an agent to create a contact or consumer?

- A) Lookup and verify**
- B) Scheduling
- C) Interaction Wrap-up
- D) Conversation Autopilot

Q121) Which Customer Service Management feature creates a graphical user interface that puts multiple tools on one page, including agents' tools to find, research, and resolve issues?

- a. Portfolio Management
- b. Process optimization
- c. Workspace**
- d. Schedule adherence

Q122) What is proactive customer service operations?

- a. Reduce inbound calls**
- b. Reduce MTTR**
- c. Improve customer experience**

**Q123) Customer Service Trending Topics** is a capability that enables companies to use predictive intelligence to quickly pinpoint factors driving up case volume and act to mitigate them. Which of the following would be a benefit of using predictive intelligence customer Service Trending Topics?

- a. Eliminate the need for more traditional performance analytics
- b. **Auto-generate clusters of cases that point to similar underlying issues**
- c. Create root cause solutions for similar cases
- d. A guaranteed reduction in call volume per month

**Q124) Playbooks for CSM** provide step-by-step guidance for resolving specific types of customer service cases. What are the three out-of-the-box playbooks for CSM? (Choose three.)

- A. Case playbook for Onboarding
- B. Case playbook for Services
- C. Case playbook for Product Support
- D. Case playbook for Complaints
- E. Case playbook for Billing

**Q125) External content integration** is important for agents to be able to access knowledge articles from external sources. ALL external sources must be:

OR

Which of the following is correct when importing external content into ServiceNow's knowledge bases?

- A. WebDAV-versioned
- B. Web-configurable
- C. **WebDAV-compliant**
- D. Web-based

**Q126) What are the recommended good practices when running implementation workshops?** (Choose three.)

- A. **Give the customers the data they need so they can make an informed decision**
- B. Any financial implication of a decision should be handled by the delivery and sales team
- C. Enforce customers to adapt their processes towards the baseline processes
- D. **Engage with customers to gain deep understanding of their organization**
- E. Guide the customer toward industry best practices

**Q127) When are any changes to the platform considered a customization?**

- A. When they require an implementation spread across all project phases
- B. if they are not applied through the uses of built-in tools on the now platform
- C. When they are solely implemented for a custom application
- D. **when there are business demands for custom functionality that is not offered out-of-the-box**

**Q128) Which of the following statements about Organizational Change Management (OCM) are correct?** (Two answers are correct)

- A. **Technology is the facilitator**
- B. **People operating technology make a difference**
- C. OCM is a version of project management
- D. Customers are solely responsible for OCM during a ServiceNow implementation

**Q129) Which integration hubs enables execution of third party APIs as a part of flow dot this integration are referred to as**

- a. an action
- b. **a spoke**
- c. a connection
- d. an integration steps

**Q130) Which of the following are benefit of customer access management? (choose two)**

- a. It defaults the responsibility for access management to the customer service agent.
- b. It increases security by automatically providing access to a case information based on account hierarchy
- c. **It increases automation by automatically granting access to cases based on access to sole product**
- d. **It improves the customer experience by enabling related parties to track and collaborate on cases**

e. It default the responsibility for assess management to the customer

Q131) What drives the case timeline? (one answer is correct)

- A. Customers who are VIPs
- B. Service Level Agreements**
- C. The order cases are received
- D. Customer time zones

Q132) Which feature enables you to quickly identify high priority tasks based on multiple dimensions, not just by single field value like priority?

- a. Case performance
- b. case analytics
- c. case digest
- d. case spotlight**

Q133) Which solution must be implemented to let a breakdown dashboard appear as a popup window on the case form?

- a. Service analytics
- b. In-form analytics**
- c. Case spotlight
- d. CSM prediction results

Q134) What is continual improvement management (CIM) used for?

Ans. **Used to implement improvement to services, process, and functions.**