**SALESFORCE CLOUD AND SERVICE CLOUD CONSULTANT**

**ABOUT THE SALESFORCE CERTIFIED SERVICE CLOUD CONSULTANT PROGRAM**

The Salesforce Certified Service Cloud Consultant program is designed for consultants who have experience implementing Salesforce Service Cloud solutions in a customer-facing role. The intended audience has proven experience with the administration and configuration of a Salesforce application, as demonstrated through successful completion of the Salesforce Certified Administrator exam. The Salesforce Certified Service Cloud Consultant is able to successfully design and implement Service Cloud solutions that meet customer business requirements, are maintainable and scalable, and contribute to long-term customer success.

| **Salesforce Service Cloud Training Details** | | | |
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| **Track** | Regular Track | Weekend Track | Fast Track |
| **Course Duration** | 30 Hrs | 8 Weekends | 10 Days |
| **Hours** | 1hr/day | 2 Hours a day | 3 Hours a day |
| **Training Mode** | Classroom, and Online | Classroom, and Online | Classroom, and Online |

**Training Module:**

* Industry Knowledge
* Case Management
* Solution Design
* Interaction Channels
* Knowledge Management
* Implementation Strategy
* Contact Center Analytics
* Integration and Data Management

**After Training; you will able to:**

* Manage implementation of projects
* Deep knowledge of Salesforce product lines
* Solid understanding of internet technologies and cloud computing
* Solid understanding of data management and database concepts
* Familiarity with the software development life cycle
* Design and implement successful solutions
* Anticipate and mitigate risk
* Meet and manage customer expectations
* Increase customer confidence
* Consistently deliver effective business solutions
* Manage solution delivery and any issues that arise
* Build solutions that are scalable and maintainable
* Set up change management practices to ensure long-term solution success
* Troubleshoot and resolve issues

**Course content:**

**INDUSTRY KNOWLEDGE**

* Explain the factors that influence key contact center metrics, KPIs, and business challenges.
* Explain the uses cases and benefits for different interaction channels.
* Identify challenges and considerations for business continuity in the contact center.
* Compare and contrast the different types of contact centers and their business drivers (Help Desk, Product support, Telesales, Service, Field service/depot repair, B2C, B2B, etc.).
* Identify the core tenets of KCS.
* Describe how various components of a contact center can solve different business challenges.

**IMPLEMENTATION STRATEGIES**

* Given a scenario, determine how to facilitate a successful consulting engagement (plan, gather requirements, design, build, test and document).
* Given a scenario, determine appropriate contact center deployment strategies.

**SERVICE CLOUD SOLUTION DESIGN**

* Given a scenario, analyze customer requirements to determine an appropriate solution design considering capabilities, limitations and design trade-offs.
* Distinguish when it is appropriate to include custom application development or third-party applications.
* Distinguish the key components that contribute to performance optimization within a design.
* Describe the user experience requirements that can be solved by the Salesforce Service Console.

**KNOWLEDGE MANAGEMENT**

* Explain the knowledge article lifecycle including creation, publishing, consumption, and feedback.
* Given business process requirements, determine the appropriate approach to manage Knowledge adoption and maintenance.
* Given a set of requirements, determine how to configure data categories, article types, and publishing workflow.
* Distinguish the key factors to consider when designing a Knowledge data migration strategy.

**INTERACTION CHANNELS**

* Describe the use cases and functionality for each interaction channel including mobile, phone, email, web, chat and social media.
* Differentiate between the available email-to-case and web-to-case solutions and explain how to configure each.
* Explain the Open CTI features, architecture, and implications.
* Explain the design considerations (user interface, user profiles, objects to expose, sharing model, reporting, etc.) and best practices when configuring an interaction channel solution (mobile, phone, email, web, chat, or social media).

**CASE MANAGEMENT**

* Given a set of requirements, design a case management solution from case creation to closure including case assignment, case escalation, case resolution, and case disposition.
* Describe the relationships between cases and other areas such as assets, entitlements, work orders, Communities, Live Agent, and Knowledge.
* Given a set of KPIs, determine the appropriate case management solution.
* Explain the capabilities, use cases, and how to configure the service entitlements in Salesforce.
* Explain the use cases, capabilities and limitations of Visual Workflow important to case management.
* Identify capabilities for managing cases using social media (Social Hub, Salesforce for Twitter and Facebook).

**CONTACT CENTER ANALYTICS**

* Given a set of desired metrics, determine the appropriate reporting solution taking into account data sources, data volume, and various contact center technologies (ACD, IVR, PBX, etc.).
* Given a scenario, evaluate the considerations when designing reports and dashboards to serve different stakeholders (agents, supervisors, managers, executives).

**INTEGRATION AND DATA MANAGEMENT**

* Given a scenario, analyze the implications and design considerations of large data and transaction volumes.
* Explain the use cases and considerations common to contact center integration patterns.