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NEW QUESTION: 1

Your deployment involves migrating to a new cloud-based Contact Center platform. Which cut-over requirement helps maintain data security and access control?

- A.** Configuring data encryption for transferred information and user access with multi-factor authentication.
- B.** Conducting pre-migration security audits and vulnerability assessments of both platforms.
- C.** Establishing clear data ownership and access rights for users across the old and new platforms.
- D.** All of the above, contributing to a secure and controlled migration process with robust data protection.

Answer: D ([LEAVE A REPLY](#))

Reference: Salesforce Security Best Practices

NEW QUESTION: 2

You're validating data cleansing requirements for case migration. Which step helps identify and handle duplicate entries?

- A.** Matching and merging customer records based on email addresses or phone numbers to eliminate duplicates.
- B.** Utilizing data quality rules and duplicate detection tools to flag potential duplicate case records for review and correction.
- C.** Manually comparing case details and identifying duplicates for removal or merging before data migration.
- D.** All of the above, depending on the complexity and desired level of automation for duplicate case handling.

Answer: D ([LEAVE A REPLY](#))

Identifying and handling duplicate entries during data cleansing for case migration involves multiple strategies to ensure data integrity. Matching and merging records based on common identifiers like email addresses or phone numbers is effective in eliminating duplicates. Data quality rules and duplicate detection tools can systematically flag potential duplicates for further review. Manually reviewing case details provides a final check to ensure no duplicates slip through. Hence, "D. All of the above, depending on the complexity and desired level of automation for duplicate case handling" covers all necessary methods for thorough duplicate management.

Reference: Salesforce Data Management

NEW QUESTION: 3

Ursa Major Solar has recently completed testing of its upgrade to Enhanced Digital Engagement channels. A consultant needs to now move the WhatsApp number on the testing sandbox to production.

How should the consultant accomplish this?

- A.** Enter the existing number when creating the channel in production
- B.** Request a new number for the production org
- C.** Log a case with Salesforce Customer Support

Answer: C (LEAVE A REPLY)

Moving a WhatsApp number used in a testing sandbox to production typically requires involvement from Salesforce Customer Support. Unlike some other configurations that can simply be recreated or entered directly in the production environment, transferring such digital engagement channels like WhatsApp often involves specific considerations, such as compliance with the WhatsApp API terms and configurations that may not be directly controllable by the administrator. Therefore, "C. Log a case with Salesforce Customer Support" is the appropriate step to ensure the WhatsApp number is correctly and effectively moved to production.

Reference: Salesforce Digital Engagement Guide

NEW QUESTION: 4

The customer lacks advanced AI capabilities for case deflection. Which AppExchange solution could be a good fit?

- A.** LiveChat
- B.** Einstein Bots
- C.** Salesforce Flow
- D.** DocuSign

Answer: (SHOW ANSWER)

Einstein Bots, available on the Salesforce AppExchange, are an excellent solution for organizations lacking advanced AI capabilities for case deflection. These bots use artificial intelligence to automate responses to common customer inquiries and can be integrated seamlessly into Salesforce systems. They help deflect routine cases by providing

immediate answers to customers, reducing the load on human agents and improving overall efficiency.

NEW QUESTION: 5

Where should the consultant point the agent to access the all transcript?

- A.** conversation Component in Service Console
- B.** Caller Contact record in Salesforce
- C.** Amazon Connect Dashboard

Answer: A (LEAVE A REPLY)

To access the call transcripts configured in Amazon Connect, the consultant should direct agents to the Conversation Component in the Service Console. This component integrates communications from Amazon Connect, displaying real-time and historical interaction data, including call transcripts. The Conversation Component allows agents to access and review detailed call transcripts within the familiar Salesforce environment, facilitating better customer service and follow-up actions.

Reference: https://help.salesforce.com/s/articleView?id=sf.voice_integration_amazon.htm

NEW QUESTION: 6

The customer wants to automatically route cases based on language skills and expertise. Which feature facilitates this?

- A.** Routing Rules
- B.** Skill-Based Routing
- C.** Entitlements
- D.** Omni-Channel Presence

Answer: B (LEAVE A REPLY)

Skill-Based Routing is the feature that best facilitates the automatic routing of cases based on language skills and expertise. This feature allows the contact center system to match incoming cases with agents who have the specific skills and expertise needed to handle those cases effectively. By ensuring that cases are directed to the most appropriately skilled agents, skill-based routing enhances efficiency, improves resolution times, and increases customer satisfaction.

NEW QUESTION: 7

The customer values user adoption and training. Which element should be prioritized in the implementation plan?

- A.** Extensive technical documentation and configuration guides.
- B.** Comprehensive change management and communication strategy.
- C.** End-to-end user training programs and support resources.
- D.** Development and testing of core functionalities before focusing on user experience.

Answer: C (LEAVE A REPLY)

Reference: Salesforce Training and Certification

NEW QUESTION: 8

While the listed features each serve a purpose, the most suitable choice for Ursa Major Solar's goal of connecting customers with subject-matter experts (SMEs) for real-time, detailed discussions is Experience Site with integrated Live Agent Chat or Messaging for Web.

A consultant is preparing post-implementation training material for the agents and supervisors in an environment that uses Service Cloud Voice with Amazon Connect. Supervisors need to track key performance indicators (KPIs), such as calls answered, average handle time, and average speed to answer.

Where should the consultant point supervisors to track these KPIs?

- A. Omni Supervisor Console and Amazon Supervisor Dashboard
- B. Service Cloud Voice Analytics App and Omni Supervisor Console
- C. Service Cloud Voice Analytics App and Amazon Supervisor Dashboard

Answer: B (LEAVE A REPLY)

For supervisors needing to track key performance indicators (KPIs) such as calls answered, average handle time, and average speed to answer in an environment using Service Cloud Voice with Amazon Connect, the optimal tools are the Service Cloud Voice Analytics App and the Omni Supervisor Console. The Service Cloud Voice Analytics App provides detailed analytics and visualizations specific to voice interactions, offering insights into call volumes, handle times, and service levels. The Omni Supervisor Console complements this by offering real-time monitoring of agent activity and queue statistics, enabling supervisors to manage and optimize agent productivity and response times effectively.

NEW QUESTION: 9

The customer prioritizes cost optimization and efficient resource allocation. Which design aspect contributes to this?

- A. Develop extensive custom functionalities with high implementation and maintenance costs.
- B. Leverage standard Salesforce features and pre-built functionalities to avoid custom development.
- C. Implement resource-intensive automations without considering their impact on operational cost.
- D. Optimize agent schedules and routing based on real-time call volume and workload.

Answer: B (LEAVE A REPLY)

Focusing on cost optimization and efficient resource allocation, leveraging standard Salesforce features and pre-built functionalities is the most effective approach. This design aspect minimizes the need for extensive custom development, which can be costly and resource-intensive to maintain. By using built-in capabilities, organizations can take advantage of Salesforce's robust platform, ensuring that they are using reliable, tested

solutions that integrate seamlessly without the additional overhead associated with custom solutions.

References: https://help.salesforce.com/articleView?id=custom_vs_standard_objects.htm

NEW QUESTION: 10

The customer values user adoption and training. Which element should be prioritized in the implementation plan?

- A.** Extensive technical documentation and configuration guides.
- B.** Comprehensive change management and communication strategy.
- C.** End-to-end user training programs and support resources.
- D.** Development and testing of core functionalities before focusing on user experience.

Answer: [\(SHOW ANSWER\)](#)

User adoption and training are crucial for the successful implementation of any new system. Prioritizing end-to-end user training programs and support resources is essential to ensure that all users are comfortable and proficient with the new tools and functionalities. This approach helps to maximize user engagement and productivity, which are critical for the overall success of the project. Therefore, "C. End-to-end user training programs and support resources" should be the focus in the implementation plan to enhance user adoption and effectiveness.

Reference: Salesforce Training and Certification

NEW QUESTION: 11

The customer wants to track agent performance and customer satisfaction. Which functionality provides valuable insights?

- A.** Field History Tracking
- B.** Reports & Dashboards
- C.** Einstein Discovery
- D.** Process Builder

Answer: **B** [\(LEAVE A REPLY\)](#)

Reports and Dashboards in Salesforce provide comprehensive insights into agent performance and customer satisfaction. They enable organizations to create detailed reports and visualize data through customizable dashboards, which helps in monitoring key performance indicators (KPIs) and trends. This functionality supports decision-making by providing real-time data analysis, aiding in the improvement of agent performance and the enhancement of customer satisfaction levels.

NEW QUESTION: 12

The customer wants to enable self-service options for simple issues. Which Salesforce capability would be most helpful?

- A.** Knowledge Base
- B.** Process Builder

C. Web Service API

D. OmniScript

Answer: A ([LEAVE A REPLY](#))

Reference: Salesforce Knowledge Base

NEW QUESTION: 13

You need to validate call recording functionality. Which Salesforce tool assists with this?

A. Monitoring call logs and reports within Salesforce for recorded call availability.

B. Utilizing the Call History related list on Case records to access and play recordings.

C. Configuring Voice Call Transcripts to generate automatic text summaries of recorded calls.

D. All of the above, providing various options for accessing, playing, and reviewing call recordings.

Answer: ([SHOW ANSWER](#))

Validating call recording functionality can be effectively managed using a combination of Salesforce tools: A. Monitoring call logs and reports within Salesforce ensures recorded calls are stored and accessible. B. Utilizing the Call History related list on Case records allows users to access and play specific recordings. C. Configuring Voice Call Transcripts to generate text summaries aids in reviewing the content of calls efficiently. Using these tools together provides a comprehensive approach to managing, accessing, and reviewing call recordings.

NEW QUESTION: 14

Ursa Major Solar can implement customer push notifications through the following channels as part of its Engagement upgrade project:

Ursa Major Solar (UMS) has high daily call volumes. UMS wants to improve the speed and efficiency of its call handling.

Which set of features/capabilities will help UMS achieve this?

A. Service Cloud Voice, Omni-Channel, Service Console

B. Case Classification, Omni-Channel, Einstein Bots

C. Service Cloud Voice, Feedback Management, Einstein Boss

Answer: ([SHOW ANSWER](#))

For Ursa Major Solar (UMS) to improve the speed and efficiency of its call handling, the integration of Service Cloud Voice, Omni-Channel, and the Service Console is optimal. Service Cloud Voice brings telephony inside the Salesforce platform, allowing agents to make and receive calls directly in Salesforce, providing them with a comprehensive view of the customer and their history. Omni-Channel ensures that calls are routed to the right agent at the right time, based on skills, availability, and workload. The Service Console offers a unified interface that lets agents manage multiple cases and calls efficiently, reducing time spent switching between screens and applications, and speeding up call resolution.

Reference: Service Cloud Voice

NEW QUESTION: 15

The best practice that the consultant should observe when configuring case escalation rules is:

Create a catch-all Rule Entry at the end of the sort order so that if no other entry is met, a case still gets evaluated.

Which routing type does a consultant need to use to facilitate a transfer of an Enhanced B conversation to a Queue?

- A. Queue
- B. Omni-Channel Flow
- C. Dialog

Answer: B (LEAVE A REPLY)

To facilitate a transfer of an Enhanced Bot conversation to a Queue, a consultant needs to use Omni-Channel Flow. Omni-Channel Flow enables dynamic routing capabilities that can be adjusted according to the complexity of the conversation and the availability of agents. By using an Omni-Channel Flow, the consultant can configure a specific action to route the work item directly to the designated queue, ensuring that the conversation is transferred to the correct queue where agents are available to handle the case. This routing type effectively manages workload distribution and prioritizes tasks based on agent skills and queue availability.

Reference: Omni-Channel Flows

NEW QUESTION: 16

Your design includes assigning cases based on skill sets and urgency. Which feature facilitates this?

- A. Case Assignment Rules defining criteria for routing cases to specific queues or agents.
- B. Process Builder sequences triggering automated case creation and assignment based on data triggers.
- C. Escalation Rules automatically escalating cases based on time-to-resolution or urgency criteria.
- D. All of the above, working together for dynamic case assignment and escalation based on context and priority.

Answer: (SHOW ANSWER)

Reference: Salesforce Case Management

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NEW QUESTION: 17

Your customer focuses on cost efficiency. How can future functionality contribute to cost reduction?

- A. Develop custom dashboards for detailed agent performance analysis and identify areas for improvement.
- B. Implement automated case categorization and routing to optimize agent utilization.
- C. Offer self-service options and chatbots to deflect simple inquiries and reduce call volume.
- D. All of the above, promoting operational efficiency and minimizing unnecessary resource usage.

Answer: D (LEAVE A REPLY)

Future functionalities that contribute to cost reduction encompass developing custom dashboards for agent performance analysis, automating case categorization and routing, and offering self-service options along with chatbots. These strategies collectively enhance operational efficiency and reduce costs by optimizing resource utilization and deflecting routine inquiries, allowing agents to focus on more complex issues. Therefore, option "D. All of the above, promoting operational efficiency and minimizing unnecessary resource usage" encapsulates a holistic approach to reducing costs through technology.

Reference: Salesforce Automation with AI

NEW QUESTION: 18

You have identified two personas for your Contact Center: experienced agents and new hires. How can future functionality cater to both groups?

- A. Develop advanced automation tools for experienced agents and basic training resources for new hires.
- B. Design a flexible interface that adapts to different skill levels and learning styles.
- C. Implement separate knowledge bases with content tailored to each persona's experience level.
- D. Offer personalized dashboards with relevant metrics and performance insights for each agent.

Answer: (SHOW ANSWER)

To cater to both experienced agents and new hires effectively within a contact center, designing a flexible interface that adapts to various skill levels and learning styles is crucial. This approach ensures that the system is intuitive for new hires, providing an easier learning curve, while still offering advanced features and shortcuts that experienced

agents can utilize to increase efficiency. A flexible interface helps in maintaining high productivity across all agent profiles by allowing users to customize and configure their workflows according to their proficiency.

References: https://help.salesforce.com/articleView?id=sf.interface_customize_ui.htm

NEW QUESTION: 19

Your scenario involves routing calls based on language spoken. Which feature facilitates this?

- A. Custom Apex code defining language detection and routing logic.
- B. Omni-Channel routing with skill mapping based on agent language proficiency.
- C. Phone Numbers configured with specific languages and automatic call routing.
- D. Integrated Speech-to-Text (STT) and language identification tools for real-time routing.

Answer: B (LEAVE A REPLY)

Omni-Channel routing with skill mapping based on agent language proficiency is the most effective feature for routing calls based on the language spoken. This feature allows calls to be directed to agents who are proficient in the language required by the caller, ensuring effective communication and enhancing customer satisfaction.

NEW QUESTION: 20

The reason why the work that was already in the queue is not being pushed to agents is: The "Apply to existing records in queue" option was not selected.

At Ursa Major Solar, customer service agents follow a case close process to ensure a summary is provided of the customer's question and the provided answer. What should a consultant propose to improve this process so that these summaries make solving future customer cases more efficient?

- A. Use Salesforce Knowledge to store questions and answers so agents can easily reproduce the same answer for similar questions.
- B. Use Slack to allow agents to share best practices in responding to customer questions.
- C. Use Quick Text to allow agents to create personal Quick Texts for answers they alternate.

Answer: A (LEAVE A REPLY)

To improve the case close process at Ursa Major Solar and make solving future customer cases more efficient, a consultant should propose using Salesforce Knowledge. By storing summarized questions and answers in Salesforce Knowledge, agents can quickly access and reuse this information for similar future inquiries. This approach not only saves time but also promotes consistency in customer responses and enhances the overall quality of support.

NEW QUESTION: 21

You need to validate web form functionality. Which method provides the most direct test?

- A. Reviewing form configuration settings and field mappings within Salesforce.
- B. Manually submitting test data through the web form and verifying case creation in Salesforce.
- C. Monitoring web server logs for form access and error messages to identify technical issues.
- D. All of the above, offering complementary perspectives on web form functionality and potential challenges.

Answer: (SHOW ANSWER)

Reference: Salesforce Web-to-Lead Forms

NEW QUESTION: 22

The CEO prioritizes customer satisfaction as a key KPI. How would you measure this metric within the Contact Center program?

- A. Implement customer satisfaction surveys after interactions and analyze sentiment analysis.
- B. Track average call handle time and first-contact resolution rate.
- C. All of the above, combined for a comprehensive view of customer satisfaction.
- D. Monitor agent performance against resolution time and escalation benchmarks.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 23

While manually changing presence status is an option, it's not the most ideal solution for Ursa Major Solar's concern about capturing call summaries in Service Cloud Voice. Here are two better suggestions:

Ursa Major Solar (UMS) would like to set up customer push notifications as part of t Engagement upgrade project.

For which channels can UMS implement this?

- A. SMS Messaging
- B. Facebook Messenger
- C. Messaging for In-App

Answer: A,B,C (LEAVE A REPLY)

Ursa Major Solar can implement customer push notifications across various channels including SMS Messaging, Facebook Messenger, and Messaging for In-App as part of their Customer Engagement upgrade project. These channels are supported by Salesforce's marketing and engagement tools, allowing for the delivery of timely and relevant notifications directly to customers' devices. Utilizing these channels for push notifications can enhance customer engagement by providing updates, promotions, and alerts that encourage interaction and improve customer experience.

Reference: <https://www.salesforce.com/products/marketing-cloud/best-practices/push-notification-strategy/>

NEW QUESTION: 24

You're deploying a new social media listening tool for proactive customer engagement. Which cut-over requirement helps prevent unnecessary escalation and prioritize genuine concerns?

- A.** Defining clear criteria for identifying escalable issues and sentiment analysis within social media conversations.
- B.** Configuring automated notifications and alerts for high-priority mentions and potentially escalating trends.
- C.** Training agents on using the social media listening tool to effectively engage with customers and address concerns.
- D.** All of the above, contributing to a proactive and efficient approach to managing customer sentiment on social media.

Answer: D ([LEAVE A REPLY](#))

Reference: Salesforce Social Studio

NEW QUESTION: 25

Your scenario involves migrating to a new chat platform integrated with Salesforce. Which deployment process best facilitates transition with minimal downtime?

- A.** Phased deployment migrating agents and customer access in groups to minimize service interruption.
- B.** Parallel deployment running both platforms simultaneously until full migration to the new system.
- C.** Cutover deployment with a temporary system switch during scheduled maintenance time for minimal disruption.
- D.** All of the above, depending on the platform integration complexity and desired downtime window.

Answer: (SHOW ANSWER)

Transitioning to a new chat platform integrated with Salesforce can be effectively managed through various deployment strategies, each suitable based on the specific scenario: A. Phased deployment gradually transitions agents and customers, minimizing disruption. B. Parallel deployment allows running both the old and new platforms simultaneously to ensure continuous service. C. Cutover deployment switches systems during a planned downtime, which is typically scheduled for low-usage times. Selecting the appropriate method depends on factors like the complexity of integration and the organization's tolerance for downtime.

NEW QUESTION: 26

The company aims to reduce operational costs. Which KPI is most relevant to track their progress?

- A.** Customer Acquisition Cost (CAC)
- B.** Agent Resolution Rate

C. Average Cost per Case (CPAC)

D. Employee Turnover Rate

Answer: C (LEAVE A REPLY)

The Average Cost per Case (CPAC) is the most relevant KPI for tracking progress in reducing operational costs within a contact center. This metric provides a clear measurement of the cost associated with resolving each customer case, taking into account all resources utilized in the process. Monitoring and optimizing CPAC can help a company identify areas where efficiencies can be improved, thus directly contributing to the reduction of operational costs.

NEW QUESTION: 27

You're given a list of project requirements including specific agent skill sets for case routing. Which tool helps validate this requirement is met within the deployed system?

A. Manual testing by assigning cases to agents and verifying routing based on pre-defined skill sets.

B. Utilizing Process Builder workflows and Flow triggers to trace case routing logic and confirm alignment with required skill sets.

C. Running Case Assignment Rule reports and analyzing data to ensure cases are routed to agents with matching skills.

D. All of the above, combined for a comprehensive validation of case routing logic and adherence to defined agent skill sets.

Answer: D (LEAVE A REPLY)

Reference: Salesforce Case Assignment and Routing

NEW QUESTION: 28

The consultant should use the Data Loader to migrate 100,000 historic cases from a legacy system to Salesforce.

A consultant has noticed that agents always open the contact record first when they are routed a new Email-to-Case before they do anything else. What should the consultant set up to make this more efficient for agents?

A. Edit the Case page layout to embed the Contact Details component on the Case page Pop action

B. Edit the Navigation rules for the app that the agents use to set Case as a subtab of Contact

C. Create an Omni-Channel flow that adds Contact as the focused record using the Configure Screen

Answer: B (LEAVE A REPLY)

To make the process more efficient for agents who routinely access contact records first when routed a new Email-to-Case, the consultant should edit the navigation rules for the app that the agents use to set Case as a subtab of Contact. This adjustment optimizes the user interface by ensuring that when a case is opened, the associated contact record

automatically appears as a subtab. This setup reduces the number of clicks needed to access relevant contact details, streamlining the workflow and saving time for agents. This method leverages the Salesforce Lightning Experience 's capability to configure tab settings and navigation rules, enhancing the user experience and efficiency.

Reference: Configure Navigation Rules in Salesforce

NEW QUESTION: 29

Your deployment involves migrating external system integrations. Which data preparation step helps maintain connection accuracy and functionality?

- A.** Mapping and verifying field names and data formats between the Contact Center system and external integrations to ensure compatibility.
- B.** Testing data exchange with external systems through mock scenarios and sample data transfers before the actual migration.
- C.** Documenting API configurations and connection details for external integrations after successful migration and testing.
- D.** All of the above, contributing to a smooth and seamless transition with reliable external system integrations within the new Contact Center system.

Answer: D (LEAVE A REPLY)

Ensuring the accuracy and functionality of external system integrations during a migration involves comprehensive preparation:

A: Mapping and verifying field names and data formats ensures compatibility between systems.

B: Testing data exchange with external systems through mock scenarios validates the integration before live deployment.

C: Documenting API configurations and connection details provides a reference for maintaining and troubleshooting integrations post-migration.

These steps collectively ensure a smooth transition and reliable operation of external system integrations in the new Contact Center system.

NEW QUESTION: 30

The best dashboard in Service Analytics for UC's service report requirement is Sidebar-By Customer.

Universal Containers (UC) has a requirement to create a service report that contains 50 object references. Which steps should UC take to achieve this?

- A.** Create 10 service reports Select the objects Combine the service reports
- B.** Create a custom report type Select four object relationships Select adal from extra objects
- C.** Create a Visualforce service report Create objects and fields the Vict into the objects and fields in the report

Answer: B (LEAVE A REPLY)

To create a service report containing references to 50 objects, Universal Containers should follow these steps:

Create a custom report type: This allows for the definition of primary and related objects.

Select up to four object relationships: This structures the primary relationships needed for the report.

Add fields from additional related objects: This extends the report's scope to include up to 50 object references by pulling in fields from other relevant objects.

This method provides a scalable approach to complex reporting needs within Salesforce.

NEW QUESTION: 31

The release plan includes automated regression testing. What is the primary benefit of this approach?

- A. Identifying new functionalities and features introduced during development.
- B. Ensuring existing functionalities and integrations continue to function properly after updates.
- C. Reducing manual testing efforts and streamlining the release process.
- D. All of the above, offering comprehensive validation and optimizing release efficiency.

Answer: (SHOW ANSWER)

Automated regression testing provides multiple benefits during the release process. It helps in identifying any disruptions in existing functionalities and integrations caused by new updates or changes, ensuring that all system components continue to operate correctly. Additionally, it significantly reduces manual testing efforts, which streamlines the release process by accelerating validation and deployment phases. Thus, "D. All of the above, offering comprehensive validation and optimizing release efficiency" accurately describes the primary benefits of automated regression testing.

Reference: Salesforce Automated Testing

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NEW QUESTION: 32

You need to validate bot security and data privacy compliance. Which tool helps with this?

- A.** Salesforce Security Review tool providing insights into potential security vulnerabilities within your bot configuration.
- B.** Data Loss Prevention (DLP) policies defining rules for sensitive data handling and preventing unauthorized access.
- C.** User Role Hierarchy and Field Level Security ensuring appropriate access restrictions based on user profiles.
- D.** All of the above, working together to secure bot interactions and ensure data privacy compliance.

Answer: D (LEAVE A REPLY)

Ensuring bot security and data privacy compliance in Salesforce involves multiple tools and strategies. The Salesforce Security Review tool helps identify vulnerabilities in bot configurations. Data Loss Prevention (DLP) policies define how sensitive data should be handled to prevent unauthorized access. User Role Hierarchy and Field Level Security ensure data is only accessible to authorized users. Hence, "D. All of the above, working together to secure bot interactions and ensure data privacy compliance" effectively combines these methods to safeguard data and comply with security regulations.

Reference: Salesforce Security Resources

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NEW QUESTION: 33

Your project requires migrating customer data with multiple language variations. Which data preparation step helps maintain language consistency and accuracy?

- A.** Utilizing data validation rules to flag and correct inconsistencies in customer record language formats and character sets.
- B.** Configuring the new system to recognize and handle different language formats and encoding standards for accurate import.
- C.** Manually reviewing and verifying the language and character consistency of customer data before migration.
- D.** All of the above, contributing to a seamless transition with accurate representation of multilingual customer data.

Answer: D (LEAVE A REPLY)

Maintaining language consistency and accuracy during customer data migration involves various steps: A. Data validation rules ensure that inconsistencies in language formats and character sets are flagged and corrected.

B: Configuring the system to handle different language formats and encoding standards is crucial for accurate data import.

C: Manual review of language and character consistency helps verify the accuracy before migration.

Employing these measures ensures that multilingual customer data is accurately represented in the new system, enhancing data integrity and usability.

NEW QUESTION: 34

You need to validate call recording functionality. Which Salesforce tool assists with this?

- A. Monitoring call logs and reports within Salesforce for recorded call availability.
- B. Utilizing the Call History related list on Case records to access and play recordings.
- C. Configuring Voice Call Transcripts to generate automatic text summaries of recorded calls.
- D. All of the above, providing various options for accessing, playing, and reviewing call recordings.

Answer: D (LEAVE A REPLY)

Validating call recording functionality can be effectively managed using a combination of Salesforce tools: A.

Monitoring call logs and reports within Salesforce ensures recorded calls are stored and accessible. B.

Utilizing the Call History related list on Case records allows users to access and play specific recordings. C.

Configuring Voice Call Transcripts to generate text summaries aids in reviewing the content of calls efficiently. Using these tools together provides a comprehensive approach to managing, accessing, and reviewing call recordings.

References: https://help.salesforce.com/articleView?id=sf.voice_call_integration.htm

NEW QUESTION: 35

The customer aims to automate repetitive tasks like case escalation. Which functionality can streamline this?

- A. Workflow Rules
- B. Case Escalation Matrix
- C. Entitlement Management
- D. Omni-Channel Routing

Answer: A (LEAVE A REPLY)

Workflow Rules in Salesforce Contact Center are designed to automate actions based on specific criteria, such as automatically escalating cases when certain conditions are met. These rules can be set to trigger alerts, field updates, or other actions like sending emails, thereby streamlining the process of case management without manual intervention.

Workflow Rules automate tasks based on set criteria, ideal for repetitive tasks like case escalation.

Case Escalation Matrix and Entitlement Management can also be part of the escalation process but are more about defining the parameters and rights of escalation rather than automating them.

Omni-Channel Routing is used more for routing tasks to the right agent rather than automating task execution.

For more about setting up and managing Workflow Rules for case escalation, you can visit Salesforce Workflow Management.

NEW QUESTION: 36

Your customer wants to offer phone and email support during business hours only, while offering chat support 24/7. Which channel support requirement best aligns with this need?

- A.** Configure separate queues for each channel with specific business hours.
- B.** Utilize dynamic agent availability and presence routing across all channels.
- C.** Implement a third-party chat solution with 24/7 availability integration.
- D.** Set automatic case deflection rules for common issues on chat after business hours.

Answer: A (LEAVE A REPLY)

Configuring separate queues for each support channel with designated business hours allows for tailored management of availability per service requirement. This setup enables organizations to offer phone and email support during standard business hours and continuous chat support around the clock. Each queue can have its unique operational hours and staffing strategies, ensuring that resources are aligned with customer expectations and demand for each communication channel.

NEW QUESTION: 37

You need to configure automated alerts for exceeding predefined KPI thresholds. Which tool facilitates this?

- A.** Omni-Channel alerts notifying supervisors of queue wait times exceeding set limits.
- B.** Process Builder sequences triggering notifications and escalating cases based on KPI deviations from target values.
- C.** Flow Builder with visual interface for designing notification workflows and conditional logic based on metric data.
- D.** All of the above, depending on the desired trigger point, notification action, and complexity of the alert workflow.

Answer: D (LEAVE A REPLY)

Reference: Salesforce Process Automation

NEW QUESTION: 38

The customer wants to track case resolution times by product category. Which reporting and analytics requirement is most relevant?

- A.** Implement custom dashboards with visualizations of overall case volume and agent performance.
- B.** Configure reports with filters to break down case resolution times by agent and case priority.
- C.** Develop custom fields and reports to categorize cases by product and track resolution times per category.
- D.** Utilize Einstein Analytics for advanced machine learning insights into case trends and root causes.

Answer: C (LEAVE A REPLY)

To effectively track case resolution times by product category, developing custom fields and reports specific to case categorization is most relevant. By adding custom fields to categorize cases based on the product and configuring reports to analyze resolution times for each category, organizations can gain insights into performance metrics segmented by product. This approach allows for more targeted analysis and improvement of service processes related to specific product lines.

NEW QUESTION: 39

The customer wants to track case resolution times by product category. Which reporting and analytics requirement is most relevant?

- A.** Implement custom dashboards with visualizations of overall case volume and agent performance.
- B.** Configure reports with filters to break down case resolution times by agent and case priority.
- C.** Develop custom fields and reports to categorize cases by product and track resolution times per category.
- D.** Utilize Einstein Analytics for advanced machine learning insights into case trends and root causes.

Answer: C (LEAVE A REPLY)

To effectively track case resolution times by product category, developing custom fields and reports specific to case categorization is most relevant. By adding custom fields to categorize cases based on the product and configuring reports to analyze resolution times for each category, organizations can gain insights into performance metrics segmented by product. This approach allows for more targeted analysis and improvement of service processes related to specific product lines.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION: 40

Your scenario involves migrating to a new chat platform integrated with Salesforce. Which deployment process best facilitates transition with minimal downtime?

- A.** Phased deployment migrating agents and customer access in groups to minimize service interruption.
- B.** Parallel deployment running both platforms simultaneously until full migration to the new system.
- C.** Cutover deployment with a temporary system switch during scheduled maintenance time for minimal disruption.
- D.** All of the above, depending on the platform integration complexity and desired downtime window.

Answer: (SHOW ANSWER)

Transitioning to a new chat platform integrated with Salesforce can be effectively managed through various deployment strategies, each suitable based on the specific scenario: A.

Phased deployment gradually transitions agents and customers, minimizing disruption. B. Parallel deployment allows running both the old and new platforms simultaneously to ensure continuous service. C. Cutover deployment switches systems during a planned downtime, which is typically scheduled for low-usage times. Selecting the appropriate method depends on factors like the complexity of integration and the organization ' s tolerance for downtime.

References: https://help.salesforce.com/articleView?id=sf.deployment_best_practices.htm

NEW QUESTION: 41

You need to validate data migration accuracy and completeness. Which tool assists with this process?

- A.** Salesforce Reports and Dashboards providing data comparisons between legacy and Salesforce systems.
- B.** Data Compare tools like Informatica PowerCenter analyzing record discrepancies and data integrity.
- C.** Validation Rules on key fields within Salesforce ensuring data adherence to defined formats and constraints.
- D.** All of the above, offering various methods for comparing and verifying data accuracy after migration.

Answer: (SHOW ANSWER)

Several tools assist in validating data migration accuracy and completeness: A. Salesforce Reports and Dashboards enable comparisons of data metrics between the legacy system and Salesforce. B. Data Compare tools like Informatica PowerCenter provide deep analysis capabilities for identifying discrepancies and integrity issues. C. Validation Rules within Salesforce ensure that incoming data adheres to specific formats and constraints, preventing incorrect data entries. Employing these tools collectively ensures a thorough validation process for migrated data, securing data integrity and accuracy.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION: 42

The customer wants to seamlessly integrate their existing CRM system. Which Salesforce feature facilitates this?

- A.** Data Import Wizard
- B.** Process Builder
- C.** Apex Code
- D.** Partner Integrations

Answer: D (LEAVE A REPLY)

Reference: Salesforce AppExchange

NEW QUESTION: 43

Your scenario involves transitioning to a new self-service portal for customers. Which cut-over requirement helps ensure successful user adoption and engagement?

- A.** Implementing robust search functionalities and user-friendly navigation within the new self-service portal.
- B.** Conducting user testing and gathering feedback on the portal's usability and accessibility.
- C.** Launching awareness campaigns and providing clear guidance on how to use the new self-service portal.
- D.** All of the above, contributing to a positive user experience and encouraging customer adoption of the new portal.

Answer: D (LEAVE A REPLY)

Ensuring successful user adoption and engagement with a new self-service portal involves a comprehensive strategy: A. Implementing robust search functionalities and user-friendly navigation makes the portal easy to use and helps customers find the information they need quickly. B. Conducting user testing and gathering feedback allows for refining the portal based on real user experiences and preferences. C. Launching awareness campaigns and providing clear guidance ensures that customers are aware of the new portal and understand how to use it effectively. Combining these elements fosters a positive user experience, which is crucial for encouraging adoption and engagement.

References: https://help.salesforce.com/articleView?id=sf.community_portal_considerations.htm

NEW QUESTION: 44

Validating Omni-Channel routing effectiveness involves monitoring agent workload. Which tool helps with this?

- A.** Omni-Channel dashboards displaying real-time agent activity and task queues.
- B.** Supervisor Console providing insights into agent status, chat transcripts, and performance metrics.
- C.** Agent Workbench showing assigned tasks and workload across different channels.
- D.** All of the above, offering comprehensive views of agent workload and queue distribution for optimizing routing.

Answer: D (LEAVE A REPLY)

Monitoring Omni-Channel routing effectiveness and agent workload can be effectively accomplished using multiple tools: A. Omni-Channel dashboards provide a real-time view of agent activities and the distribution of tasks in their queues.

B: Supervisor Console offers insights into individual agent statuses, their current tasks, and performance metrics.

C: Agent Workbench displays assigned tasks and workload across various channels, helping manage and distribute workload effectively.

These tools collectively help in optimizing routing by providing a comprehensive understanding of agent workload and queue status.

NEW QUESTION: 45

The customer wants automated case escalation based on specific criteria

a. Which data model element plays a key role?

- A.** Custom fields capturing escalation triggers like priority or SLA breaches.
- B.** Workflow Rules configured with escalation steps and case field conditions.
- C.** Process Builder sequences defining escalation actions and notifications.
- D.** Entitlements specifying service level agreements and associated escalation rules.

Answer: ([SHOW ANSWER](#))

In Salesforce, Entitlements are crucial for managing service level agreements (SLAs) and the associated rules, including escalation policies. Entitlements allow organizations to define and enforce service levels through milestones that can trigger escalations if cases are at risk of breaching service commitments. This functionality is essential for automated case escalation based on specific criteria such as response times or resolution deadlines, which makes "D. Entitlements specifying service level agreements and associated escalation rules" the correct answer.

Reference: Salesforce Documentation on Entitlements

NEW QUESTION: 46

While all listed KPIs have relevance, the most suitable set for Ursa Major Solar's goals (enhanced customer satisfaction & loyalty, cost streamlining) should prioritize these areas:
A Ursa Major Solar recently hired many new agents to handle seasonal peak volumes in the voice channel.

- A.** Build Omni-Channel routing flow and add all senior agents to the direct to agent routing proceed
- B.** Assign Read All data access to all voice agents
- C.** Update the organization-wide sharing setting for use Presence to Public Read City

Answer: **A** ([LEAVE A REPLY](#))

For Ursa Major Solar, after hiring many new agents to handle increased call volumes, the most effective strategy is to build an Omni-Channel routing flow and include all senior agents in the direct-to-agent routing protocol. This approach ensures that experienced agents are prioritized for more complex calls, helping to maintain high quality of service during peak periods. Omni-Channel routing efficiently distributes incoming calls based on agent expertise, availability, and workload, which helps to manage the increased volume without compromising service quality.

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NEW QUESTION: 47

The customer requests ongoing support and maintenance after the rollout. Which element should be included in the plan?

- A. Establishing a support channel for reporting issues and troubleshooting technical problems.
- B. Providing regular system updates and patches to address bugs and improve performance.
- C. Conducting periodic user training sessions to familiarize users with new features and updates.

Answer: (SHOW ANSWER)

To ensure effective ongoing support and maintenance after the rollout of a Salesforce project, all the elements listed are essential: A. Establishing a support channel is crucial for a responsive troubleshooting and issue-reporting mechanism. B. Regular system updates and patches are necessary to maintain system health and performance, ensuring that bugs are fixed and improvements are implemented regularly. C. Periodic user training sessions help users stay up-to-date with new features and updates, which is essential for maximizing the adoption and utility of the system.

Collectively, these elements create a robust support structure that facilitates continuous improvement and user engagement. Salesforce offers guidance on establishing these elements in their best practices for system maintenance and user training.

More about ongoing support and maintenance best practices can be found here: <https://admin.salesforce.com/>

NEW QUESTION: 48

Your data includes duplicate records across legacy systems. Which tool helps prevent duplicate creation in Salesforce?

- A. Matching rules defining criteria for identifying and merging duplicate records.
- B. Data Import Wizard with duplicate prevention settings during bulk data importing.
- C. Workflow Rules automatically triggering deduplication logic based on specific data fields.
- D. All of the above, working together to prevent duplicate records and ensure data integrity after migration.

Answer: D (LEAVE A REPLY)

To prevent the creation of duplicate records in Salesforce during data migration from legacy systems, several tools and features should be employed in concert:

A: Matching rules help define the criteria for identifying duplicates.

B: Data Import Wizard includes settings to prevent duplicates during the import process.

C: Workflow Rules can be configured to automatically trigger deduplication logic when specific conditions are met.

Using these tools together enhances the prevention of duplicates, ensuring better data quality and integrity post-migration.

NEW QUESTION: 49

The customer needs a single view of customer interactions across all channels. Which functionality best addresses this?

A. Omni-Channel Routing

B. Case Management

C. Einstein Bots

D. Customer Community

Answer: B (LEAVE A REPLY)

Reference: Salesforce Case Management

NEW QUESTION: 50

Universal Containers (UC) has been working on a Digital Engagement implementation C requires minimal customization efforts and, therefore, has decided to go with change a deployments. UC's current environments are listed below.

* Production Org

* Test Sandbox

* Developer Sandbox

Which environments should have a two-way deployment connection in this scenario

A. Test Sandbox and Developer Sandbox

B. Developer Sandbox and Production

C. Production Org and Test Sandbox

Answer: C (LEAVE A REPLY)

For Universal Containers implementing Digital Engagement with minimal customization and focusing on change deployments, the two-way deployment connection should be between the Production Org and Test Sandbox. This setup allows for testing changes in the Test Sandbox before deploying them to Production, and vice versa, facilitating safe, iterative updates and testing without affecting the live environment directly.

Reference: Salesforce Deployment Best Practices

NEW QUESTION: 51

The environments that should have a two-way deployment connection in this scenario are Test Sandbox and Production Org.

Which requirement needs to be met to perform a quick deployment for

change sets or Metadata API components without testing the full deployment?

- A.** Each class and trigger that was deployed is covered by at least 75% jointly
- B.** Tests in the org or all local tests are run and Apex triggers have some coverage
- C.** Components have been validated successfully for the target event within least 70 days

Answer: A (LEAVE A REPLY)

To perform a quick deployment for change sets or Metadata API components without testing the full deployment, it is required that each class and trigger that was previously deployed is covered by at least 75% joint test coverage. This ensures that the majority of the code being deployed has been sufficiently tested to maintain functionality and stability in the production environment.

Reference: Salesforce Deployment Considerations

NEW QUESTION: 52

Your requirements include chatbot integration for self-service support. Which Salesforce platform facilitates this?

- A.** Einstein Bots with natural language processing and conversational AI capabilities.
- B.** Flow Builder with chatbot elements for building conversational interfaces within flows.
- C.** Lightning Web Components for developing custom chatbot interfaces integrated with Salesforce.
- D.** All of the above, providing various options for building and integrating chatbots into your self-service experience.

Answer: D (LEAVE A REPLY)

Reference: Salesforce Einstein Bots

NEW QUESTION: 53

Your KPIs include measuring agent utilization rates. Which metric best reflects this?

- A.** Number of cases handled by an agent during a specific period.
- B.** Agent login duration divided by the total active work time on cases or chats.
- C.** Time spent by an agent on various activities throughout the workday.
- D.** All of the above, depending on the desired scope and granularity of agent utilization measurement.

Answer: (SHOW ANSWER)

Reference: Salesforce Performance Management

NEW QUESTION: 54

You're deploying a new email channel integration for customer support. Which cut-over requirement helps maintain data accuracy and consistency?

- A.** Implementing data validation rules for incoming email subject lines and customer information.

- B.** Configuring automated case creation and assignment based on specific keywords and email content.
- C.** Testing the email integration with various sample messages and scenarios before real-world deployment.
- D.** All of the above, contributing to accurate data capture and seamless processing of email inquiries.

Answer: D ([LEAVE A REPLY](#))

Deploying a new email channel integration effectively requires comprehensive preparation:

A: Implementing data validation rules ensures that incoming email data like subject lines and customer information is accurate.

B: Configuring automated case creation and assignment based on email content helps streamline the handling process.

C: Testing the integration with sample messages ensures functionality across different scenarios before going live.

These steps together ensure data accuracy and the smooth operation of the new email channel.

NEW QUESTION: 55

Your data includes sensitive customer information. Which security mechanism protects data during migration?

- A.** Data encryption at rest and in transit via SSL/TLS protocols.
- B.** User permissions and field-level security restricting access to sensitive data within Salesforce.
- C.** Data anonymization or pseudonymization masking sensitive information during migration and storage.
- D.** All of the above, forming a multi-layered approach to data security during and after migration.

Answer: ([SHOW ANSWER](#)**)**

Ensuring the security of sensitive customer data during migration requires a multi-layered approach. Data encryption both at rest and in transit, via SSL/TLS protocols, ensures the data is protected against unauthorized access during transfer. User permissions and field-level security within Salesforce restrict access to sensitive data. Data anonymization or pseudonymization techniques mask sensitive information, providing additional privacy. " D. All of the above, forming a multi-layered approach to data security during and after migration " offers comprehensive protection for sensitive data throughout the migration process.Reference:

Salesforce Data Security

NEW QUESTION: 56

The customer needs ongoing support and training for their new system. Which Salesforce resource is most valuable?

- A. Trailhead
- B. Premier Support
- C. Release Notes

Answer: B (LEAVE A REPLY)

Reference: Salesforce Premier Support

NEW QUESTION: 57

The customer requires secure access control for sensitive customer data. Which functionality is most important?

- A. Field-Level Security
- B. Two-Factor Authentication (2FA)
- C. Encrypted Case Histories

Answer: A (LEAVE A REPLY)

Reference: Salesforce Documentation on Field-Level Security

NEW QUESTION: 58

Which standard field options should a consultant recommended form for In-App Messaging?

- A. First Name, Last Name, Email Order Number
- B. First Name Last Name Email Account Number
- C. First Name, Last Name, Email Subject

Answer: B (LEAVE A REPLY)

For In-App Messaging, the recommended standard field options to include are First Name, Last Name, Email, and Account Number. These fields ensure that customer service agents have the essential information needed to identify and authenticate the customer, facilitating a more personalized and efficient service interaction. The Account Number is particularly crucial as it provides a direct link to the customer's specific details and transaction history within the company's systems.

NEW QUESTION: 59

Your bot design includes handoff to live agents for complex inquiries. Which feature facilitates this seamless transition?

- A. Escalation Rules automatically transferring chat sessions to agents based on defined criteria.
- B. Contextual handoff functionality preserving chat history and customer information for the agent.
- C. Supervisor Console allowing supervisors to manually transfer chat sessions to specific agents.
- D. All of the above, providing various options for smooth and informed handoff from bot to agent interactions.

Answer: D (LEAVE A REPLY)

The seamless transition from bot interactions to live agents in complex inquiries can be facilitated through multiple features: A. Escalation Rules automatically transfer chat sessions to agents based on predefined criteria, ensuring timely intervention. B. Contextual handoff functionality retains chat history and customer data, equipping the agent with the context needed to provide effective support immediately. C. Supervisor Console allows for manual oversight and direct chat session transfers to specific agents, enhancing control over quality and distribution of tasks. These combined features ensure a comprehensive approach to managing bot-to-agent transitions, maintaining continuity and customer satisfaction.

References: https://help.salesforce.com/articleView?id=service_presence_configuring.htm

NEW QUESTION: 60

You're migrating historical call recordings to Salesforce. Which storage option provides secure and scalable access?

- A. File attachments within Salesforce case records.
- B. External cloud storage with Salesforce integration.
- C. Salesforce Content Management System (CMS) for document and asset management.
- D. Salesforce Platform Events or Queues for real-time data streaming and storage.

Answer: B (LEAVE A REPLY)

When migrating historical call recordings, secure and scalable storage options are crucial. External cloud storage solutions, integrated with Salesforce, provide the best option for handling large volumes of data such as call recordings. These solutions offer scalability, security, and easy accessibility, which are necessary for effective data management within Salesforce environments. Thus, "B. External cloud storage with Salesforce integration" is the most suitable storage option for this purpose.

Reference: Salesforce Files and Content Management

NEW QUESTION: 61

Your deployment involves introducing a new agent performance dashboard. Which cut-over requirement helps ensure user adoption and understanding?

- A. Providing comprehensive training on the dashboard features and metrics for agents.
- B. Making the dashboard easily accessible and readily available within the agent interface.
- C. Customizing the dashboard layout and visualizations to align with agent preferences and needs.
- D. All of the above, contributing to a positive user experience and encouraging agents to leverage the new dashboard.

Answer: (SHOW ANSWER)

For a new agent performance dashboard, several factors contribute to successful user adoption and understanding: A. Providing comprehensive training on dashboard features and metrics helps agents understand how to use the tool effectively. B. Making the dashboard easily accessible within the agent interface ensures that it is used frequently.

and seamlessly.C. Customizing the dashboard layout and visualizations to match agent preferences and needs increases its practicality and relevance.These combined efforts enhance user experience and encourage agents to fully utilize the new dashboard.

References: https://help.salesforce.com/articleView?id=sf.bi_dashboards.htm

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NEW QUESTION: 62

The consultant needs to specify the Inbound Flow Action in the channel setting, in addition to selecting the flow, to use the Omni-Channel flow for the Enhanced Bot.

During a workshop, management at a company explains that its contact center has specific teams supporting specific accounts. Customers generally contact the company through email. The case goes to a general queue, where the agents pick up the case manually.

Management would like available agents to receive the cases automatically so they do not pick cases. They also require that if the case cannot be directed to the correct agent, there is a fallback option. The agent can be assigned cases from different channels and would like this incorporated into the routing model.

Which setting in Email-to-Case should a consultant recommend the company utilize?

- A. Flow Settings
- B. Case Owner Settings
- C. Task Settings

Answer: (SHOW ANSWER)

In the scenario where management wants cases to be automatically assigned to agents without manual selection and includes a fallback mechanism, the consultant should recommend utilizing the "Case Owner Settings" in the Email-to-Case configuration. This feature allows the system to automatically assign incoming cases based on predefined rules and ensures that if a specific agent isn't available, the case can be routed to a fallback queue or another available agent. This setting integrates seamlessly into the routing model, supporting different channels and ensuring efficient case handling.

NEW QUESTION: 63

The consultant should recommend UC configure the solution by setting up the organization 's default business hours and creating an escalation rule where the case matches the criteria associated with different business hours.

An administrator has activated Omni-Channel routing on a queue for the first time.

However, agents are not seeing the work that was already in the queue What is the reason for the work that was already in the queue not being pushed to agents?

- A.** Records that exist in a queue prior to Omni-Channel routing activation will not be pushed to an agent.
- B.** The Apply to existing records in queue option was not selected.
- C.** The type of work that was in the queue is not in the Selected Objects list on the queue under Supported Objects

Answer: (SHOW ANSWER)

When Omni-Channel routing is activated on a queue for the first time, existing records in that queue will not automatically be pushed to agents. This is because Omni-Channel only starts routing work items that arrive in the queue after its activation. Any work that was already in the queue prior to enabling Omni-Channel will need to be manually reassigned or triggered to enter the Omni-Channel routing process.

References: https://help.salesforce.com/articleView?id=sf.omnichannel_faq.htm

NEW QUESTION: 64

You need to configure dashboards and reports for KPI visualization. Which platform offers the most flexibility?

- A.** Einstein Analytics with customizable dashboards and visual data storytelling capabilities.
- B.** Salesforce Reporting tools for generating detailed reports and data analysis.
- C.** Omni-Channel dashboards providing real-time insights into agent activity and queue metrics.
- D.** All of the above, depending on the desired level of detail, visual representation, and data access.

Answer: (SHOW ANSWER)

Promoting awareness and utilization of a new knowledge base for self-service customer support involves several strategies: A. Integrating knowledge base articles within chat conversations and case workflows enhances relevance and timely assistance. B. Providing prominent access points across customer-facing channels ensures that customers can easily find and use the knowledge base. C. Conducting user training and awareness campaigns increases familiarity with the knowledge base 's features and benefits. Implementing all these approaches simultaneously offers a comprehensive strategy to maximize adoption and effectiveness of the new resource.

References: https://help.salesforce.com/articleView?id=sf.knowledge_create_articles.htm

NEW QUESTION: 65

Your requirements include integrating social media channels into Omni-Channel. Which platform facilitates this?

- A.** Salesforce Social Studio for managing social media engagement and customer inquiries.
- B.** Flow Builder with social media connectors for creating automated processes in response to social interactions.
- C.** Omni-Channel routing rules directing social media messages to qualified agents based on content and context.
- D.** All of the above, enabling seamless integration and routing of social media interactions within the Contact Center.

Answer: D ([LEAVE A REPLY](#))

Integrating social media channels into Omni-Channel requires a blend of Salesforce capabilities: A. Salesforce Social Studio manages engagement and inquiries across social media platforms.

B: Flow Builder allows for the creation of automated processes that respond to social media interactions.

C: Omni-Channel routing rules can be configured to direct social media messages to the most appropriate agents based on the content and context.

This combination of tools facilitates effective integration and management of social media interactions within a Contact Center environment.

NEW QUESTION: 66

You need to validate data migration accuracy and completeness. Which tool assists with this process?

- A.** Salesforce Reports and Dashboards providing data comparisons between legacy and Salesforce systems.
- B.** Data Compare tools like Informatica PowerCenter analyzing record discrepancies and data integrity.
- C.** Validation Rules on key fields within Salesforce ensuring data adherence to defined formats and constraints.
- D.** All of the above, offering various methods for comparing and verifying data accuracy after migration.

Answer: ([SHOW ANSWER](#)**)**

Several tools assist in validating data migration accuracy and completeness:

A: Salesforce Reports and Dashboards enable comparisons of data metrics between the legacy system and Salesforce.

B: Data Compare tools like Informatica PowerCenter provide deep analysis capabilities for identifying discrepancies and integrity issues.

C: Validation Rules within Salesforce ensure that incoming data adheres to specific formats and constraints, preventing incorrect data entries.
Employing these tools collectively ensures a thorough validation process for migrated data, securing data integrity and accuracy.

NEW QUESTION: 67

You need to configure automated alerts for exceeding predefined KPI thresholds. Which tool facilitates this?

- A.** Omni-Channel alerts notifying supervisors of queue wait times exceeding set limits.
- B.** Process Builder sequences triggering notifications and escalating cases based on KPI deviations from target values.
- C.** Flow Builder with visual interface for designing notification workflows and conditional logic based on metric data.
- D.** All of the above, depending on the desired trigger point, notification action, and complexity of the alert workflow.

Answer: D (LEAVE A REPLY)

Configuring automated alerts for KPI thresholds can be effectively managed using various Salesforce tools. Omni-Channel can provide real-time alerts about queue times, Process Builder can automate notifications and case escalations based on specific KPI deviations, and Flow Builder offers flexible, visual design interfaces for creating complex notification workflows. Thus, "D. All of the above, depending on the desired trigger point, notification action, and complexity of the alert workflow" is the best answer, as it covers the range of tools available to suit different alerting needs.

Reference: Salesforce Process Automation

NEW QUESTION: 68

The IT team wants to integrate Salesforce with their existing CRM system. Which future functionality would facilitate this?

- A.** Utilize standard Salesforce connectors and APIs for seamless data exchange.
- B.** Develop custom Apex code to synchronize data between the two systems.
- C.** Implement point-to-point integrations with unique data mappings for each field.
- D.** Migrate all Contact Center data into the existing CRM system to avoid integration complexity.

Answer: (SHOW ANSWER)

Reference: Salesforce Integration

NEW QUESTION: 69

Validating chatbot functionality involves testing natural language processing (NLP) accuracy. Which tool can help with this?

- A.** Monitoring chatbot logs and chat transcripts to identify misinterpretations of user queries.

- B.** Utilizing NLP testing tools like Annotate.io or MonkeyLearn to analyze bot responses and accuracy.
- C.** Conducting user testing sessions with real customers to gather feedback on chatbot interactions and understanding.
- D.** All of the above, providing multi-faceted insights into chatbot NLP performance and user experience.

Answer: D ([LEAVE A REPLY](#))

Reference: Salesforce Einstein Bots

NEW QUESTION: 70

You need to validate the accuracy of dynamic data merging in email templates. Which option provides the best verification method?

- A.** Sending test emails with sample data sets and manually checking for merge field accuracy.
- B.** Utilizing pre-configured Salesforce test cases for email merge field functionality.
- C.** Reviewing email delivery logs and checking for errors or missing data in merged fields.
- D.** Implementing Apex triggers to validate data integrity before triggering email sending actions.

Answer: ([SHOW ANSWER](#)**)**

The most effective method to validate the accuracy of dynamic data merging in email templates is by sending test emails with sample data sets and manually checking the accuracy of the merged fields. This direct approach allows you to see exactly how the email appears to the recipient and confirm that all data fields are populating correctly. This hands-on verification ensures that any discrepancies can be quickly identified and corrected.

NEW QUESTION: 71

You need to deploy a new case routing algorithm based on AI. Which deployment process provides the safest and most controlled approach?

- A.** Pilot deployment involving a small user group for testing and feedback before broader rollout.
- B.** Production deployment directly to all users simultaneously, with immediate effect.
- C.** Full sandbox deployment for comprehensive testing before migrating to production.
- D.** All of the above, depending on the complexity and potential impact of the new algorithm.

Answer: ([SHOW ANSWER](#)**)**

Deploying a new case routing algorithm based on AI is best approached using a pilot deployment. This method involves testing the new algorithm with a small group of users to collect feedback and assess performance in a controlled environment. This approach allows for identifying potential issues and making necessary adjustments before a full-scale rollout, thus reducing risk and ensuring the algorithm performs as intended when implemented broadly.

NEW QUESTION: 72

The customer needs real-time sentiment analysis during calls. Which third-party integration might be beneficial?

- A. Zoom
- B. Genesys Cloud CX
- C. Google Cloud AI
- D. Zendesk

Answer: C (LEAVE A REPLY)

Google Cloud AI offers robust capabilities for sentiment analysis, which can be integrated with Salesforce to analyze customer sentiments in real-time during calls. This integration uses machine learning models to assess voice and text inputs to determine the customer's mood and tone, providing valuable insights to agents during live interactions.

Google Cloud AI specializes in machine learning and AI capabilities, including natural language processing necessary for sentiment analysis.

Zoom, Genesys Cloud CX, and Zendesk offer various communication and customer service solutions but do not inherently provide real-time sentiment analysis without additional AI capabilities like those offered by Google Cloud AI.

More information on integrating Google Cloud AI with Salesforce for sentiment analysis can be found at [Salesforce and Google Cloud Integration](#).

NEW QUESTION: 73

Your project requires migrating knowledge base articles. Which data preparation step helps maintain internal links and formatting within articles?

- A. Exporting articles in a compatible format that preserves formatting and internal links for import into the new system.
- B. Manually reviewing and adjusting internal links and formatting within each article before migration.
- C. Utilizing data transformation tools to automatically convert and adapt article formats for the new knowledge base platform.
- D. All of the above, depending on the capabilities of the existing and new knowledge base systems for handling formatting and links.

Answer: D (LEAVE A REPLY)

Reference: [Salesforce Knowledge Base Migration](#)

NEW QUESTION: 74

The customer expects high data volumes and complex reporting needs. Which solution supports scalability and advanced analysis?

- A. Utilize standard Salesforce Reports and Dashboards for basic data visualization.
- B. Implement Einstein Analytics for AI-powered insights and predictive analysis.
- C. Leverage external data warehouse solutions for data storage and complex queries.

D. Both (b) and (c) combined for data storage, advanced analysis, and visual data exploration.

Answer: D (LEAVE A REPLY)

Reference: Salesforce Documentation on Einstein Analytics

NEW QUESTION: 75

I'd recommend a combination of Broadcast Alert and Broadcast Email features in Salesforce Incident Management to fulfill Ursa Major Solar's (UMS) need for efficient communication during widespread outages:

Ursa Major Solar wants to proactively start a conversation with contacted the company before in its contact center by sending the response. Which messaging channel should a consultant recommend to support the

- A.** Facebook Messenger
- B.** Messaging for Web
- C.** SMS

Answer: C (LEAVE A REPLY)

Considering the need for proactive communication with customers who have previously contacted the company, SMS is the most effective messaging channel. SMS allows Ursa Major Solar to reach out directly to customers' mobile phones, ensuring high readability and immediate delivery of important messages. SMS is widely accessible and does not require internet connectivity, making it a reliable channel for mass communication, especially in urgent scenarios.

Reference: Messaging for Salesforce

NEW QUESTION: 76

While all listed KPIs have relevance, the most suitable set for Ursa Major Solar's goals (enhanced customer satisfaction & loyalty, cost streamlining) should prioritize these areas: A Ursa Major Solar recently hired many new agents to handle seasonal peak volumes in the voice channel.

- A.** Build Omni-Channel routing flow and add all senior agents to the direct to agent routing proceed
- B.** Assign Read All data access to all voice agents
- C.** Update the organization-wide sharing setting for use Presence to Public Read City

Answer: A (LEAVE A REPLY)

For Ursa Major Solar, after hiring many new agents to handle increased call volumes, the most effective strategy is to build an Omni-Channel routing flow and include all senior agents in the direct-to-agent routing protocol. This approach ensures that experienced agents are prioritized for more complex calls, helping to maintain high quality of service during peak periods. Omni-Channel routing efficiently distributes incoming calls based on agent expertise, availability, and workload, which helps to manage the increased volume without compromising service quality.

Reference: Omni-Channel Routing

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NEW QUESTION: 77

The customer wants to seamlessly integrate their existing CRM system. Which Salesforce feature facilitates this?

- A. Data Import Wizard
- B. Process Builder
- C. Apex Code
- D. Partner Integrations

Answer: (SHOW ANSWER)

Seamless integration of an existing CRM system with Salesforce can be best facilitated through Partner Integrations. Salesforce offers a variety of pre-built integrations through its AppExchange, which includes many solutions developed by partners specifically for integrating various CRM systems. This approach provides standardized, supported, and scalable integration options, making "D. Partner Integrations" the optimal choice for such requirements.

Reference: Salesforce AppExchange

NEW QUESTION: 78

The customer wants to measure the effectiveness of self-service options. Which metrics would be most relevant?

- A. Track the number of cases deflected by self-service compared to the total case volume.
- B. Monitor customer satisfaction surveys completed after using self-service options.
- C. Analyze average resolution times for cases initiated through self-service versus traditional channels.
- D. All of the above, providing a comprehensive view of self-service effectiveness and user experience.

Answer: (SHOW ANSWER)

Measuring the effectiveness of self-service options effectively involves tracking multiple metrics: the number of cases deflected by self-service tools, customer satisfaction ratings

after using these options, and comparing resolution times between self-service and traditional support channels. This combination of metrics provides a holistic view of how well self-service options are meeting customer needs and where improvements might be necessary to enhance efficiency and user satisfaction.

References: https://help.salesforce.com/articleView?id=sf.service_channel_analytics.htm

NEW QUESTION: 79

A project sponsor has informed a consultant that customer satisfaction is their top.. Which Contact Center metric should the consultant prioritize improving?

- A.** Average Handle Time
- B.** Average Wait Time
- C.** First Call Resolution(correct)

Answer: C (LEAVE A REPLY)

Prioritizing First Call Resolution (FCR) is essential when customer satisfaction is the top priority, as FCR directly impacts customer experience by resolving their concerns or queries in the initial interaction.

Improving FCR can significantly enhance customer satisfaction because it reduces the need for follow-up calls, thus saving time and improving the overall customer experience.

Reference: Salesforce Service Cloud Metrics

NEW QUESTION: 80

You need to configure self-service knowledge base articles. Which Salesforce feature facilitates this?

- A.** All of the above, promoting a comprehensive and user-friendly self-service knowledge base experience.
- B.** Einstein Search for intelligent article recommendations based on customer keywords and context.
- C.** Salesforce Knowledge articles with categorization and tagging for easy customer search.
- D.** Web-to-Case forms allowing customers to submit inquiries directly from the knowledge base.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 81

The customer requires secure access control for sensitive customer data. Which data model element contributes to data security?

- A.** Utilize custom fields to capture all types of customer information without access restrictions.
- B.** Configure field-level security to grant selective access to sensitive data based on user roles and permissions.
- C.** Implement third-party data encryption solutions for additional security layers.

D. Store all customer data in one field without any segregation or access control mechanisms.

Answer: B ([LEAVE A REPLY](#))

Reference: Salesforce Documentation on Field-Level Security

NEW QUESTION: 82

You need to identify trends and patterns within Contact Center metrics. Which tool offers the most advanced data analysis capabilities?

A. Salesforce Reporting with basic filters and data grouping for analysis.

B. Omni-Channel dashboards providing real-time insights and basic trend visualization.

C. Einstein Analytics with advanced data blending, predictive modeling, and visual storytelling capabilities.

D. All of the above, depending on the desired level of data exploration, predictive insights, and visual representations.

Answer: (SHOW ANSWER)

Identifying trends and patterns within Contact Center metrics requires tools capable of varying levels of analysis. Salesforce Reporting offers basic filtering and grouping, Omni-Channel dashboards provide real-time operational insights, and Einstein Analytics delivers sophisticated capabilities like data blending, predictive modeling, and visual storytelling.

"D. All of the above, depending on the desired level of data exploration, predictive insights, and visual representations" captures the broad range of tools available for different analytical needs, making it the optimal choice.

Reference: Einstein Analytics

NEW QUESTION: 83

You're deploying a new web chat widget with proactive engagement triggers. Which cut-over requirement helps optimize customer experience and minimize intrusion?

A. Defining precise triggers for proactive chat engagement based on website visitor behavior and context.

B. Configuring clear opt-out options for customers within the chat window and on website landing pages.

C. Providing agents with readily available customer context and browsing history within the chat interface.

D. All of the above, contributing to a personalized and helpful proactive chat experience for website visitors.

Answer: (SHOW ANSWER)

Optimizing customer experience with a new web chat widget involves several strategic actions:

A: Defining precise triggers based on visitor behavior ensures proactive engagements are timely and relevant.

B: Configuring clear opt-out options respects customer preferences and minimizes intrusion.

C: Providing agents with customer context and browsing history enhances the ability to offer personalized assistance.

Implementing these requirements collectively ensures a positive and non-intrusive chat experience, fostering customer satisfaction and engagement.

NEW QUESTION: 84

You need to configure dashboards and reports for KPI visualization. Which platform offers the most flexibility?

- A.** Einstein Analytics with customizable dashboards and visual data storytelling capabilities.
- B.** Salesforce Reporting tools for generating detailed reports and data analysis.
- C.** Omni-Channel dashboards providing real-time insights into agent activity and queue metrics.
- D.** All of the above, depending on the desired level of detail, visual representation, and data access.

Answer: D (LEAVE A REPLY)

Promoting awareness and utilization of a new knowledge base for self-service customer support involves several strategies: A. Integrating knowledge base articles within chat conversations and case workflows enhances relevance and timely assistance. B. Providing prominent access points across customer-facing channels ensures that customers can easily find and use the knowledge base. C. Conducting user training and awareness campaigns increases familiarity with the knowledge base's features and benefits. Implementing all these approaches simultaneously offers a comprehensive strategy to maximize adoption and effectiveness of the new resource.

NEW QUESTION: 85

To facilitate a transfer of an Enhanced Bot conversation to a queue, a consultant needs to use two routing types:

1. Omni-Channel Flow:

- * This is the primary type used to route the conversation from the bot to the queue.
- * The consultant can build a flow with a specific action to "Route Work Item."
- * This action allows you to specify the target queue where the conversation will be directed.

2. Dialog: (Optional)

- * While not required for basic transfers, dialogs can be used to enhance the user experience during the transfer process.
- * For example, the consultant can create a dialog that informs the customer about the need to transfer the conversation to a live agent and provides estimated wait times.

* Additionally, the dialog can collect any necessary information from the customer before transferring the case to the queue.

A consultant is asked to migrate 100,000 historic cases from a legacy system to Cloud. Which tool should the consultant use?

- A. Data Import Wizard
- B. Salesforce REST API
- C. Data Loader

Answer: (SHOW ANSWER)

For migrating 100,000 historic cases from a legacy system to Salesforce, the consultant should use the Data Loader. Salesforce Data Loader is designed for bulk data operations and is the optimal tool for handling large-scale data migrations, such as 100,000 records or more. It provides the ability to insert, update, delete, or export Salesforce records. When importing data, Data Loader reads, extracts, and loads data from CSV files or from a database connection. For large data volumes, Data Loader is more efficient and robust than the Data Import Wizard, which is typically recommended for loading fewer than 50,000 records. The Data Loader also supports automated batch processing, making it suitable for migrating large datasets from legacy systems.

NEW QUESTION: 86

The consultant should instruct agents to access the call transcripts configured in Amazon Connect within the Conversation Component in Service Console.

Ursa Major Solar 's Contact Center has a large volume of customers, and the company to strengthen loyalty, increase case deflection, and increase customer retention by implementing a customer portal.

Which Experience Cloud template should a consultant recommend

- A. Help Center
- B. Customer Service
- C. Customer Account Portal

Answer: A (LEAVE A REPLY)

Reference: https://help.salesforce.com/s/articleView?id=sf.networks_choose_template.htm

NEW QUESTION: 87

Your scenario involves upgrading a legacy reporting system to a new Contact Center analytics platform.

Which cut-over requirement helps maintain continuity and user familiarity?

- A. Mapping existing reports and dashboards to the new platform with similar layouts and visualizations.
- B. Providing comprehensive training on the new platform's features and functionalities for report creation and analysis.
- C. Importing historical data from the legacy system for ongoing trend analysis and comparison with new data.

D. All of the above, contributing to a smooth transition and minimizing disruption for users accustomed to the old system.

Answer: (SHOW ANSWER)

Reference: Salesforce Data and Analytics Migration Best Practices

NEW QUESTION: 88

You need to migrate both active and historical customer data. Which migration approach balances efficiency and minimal disruption?

A. Full cutover migration transferring all data at once, followed by system downtime for configuration.

B. Phased migration migrating specific data subsets in stages to minimize service interruption.

C. Incremental migration continuously syncing updates from legacy systems to Salesforce for real-time data consistency.

D. Pilot migration testing the process with a small data sample before large-scale migration commences.

Answer: B (LEAVE A REPLY)

A phased migration approach, where specific subsets of data (both active and historical customer data) are migrated in stages, balances efficiency and minimal disruption. This strategy allows continuous operation of both legacy and new systems during the transition phase, minimizing downtime and service interruptions. It also provides opportunities to address issues on a smaller scale before they affect the entire dataset.

References: https://help.salesforce.com/articleView?id=data_migration_strategies.htm

NEW QUESTION: 89

Your customer expects high call volume during peak hours. Which solution best ensures contact center scalability?

A. Implement custom Apex code for routing and case management.

B. Configure multiple queues and leverage Omni-Channel Routing for dynamic agent availability.

C. Utilize a third-party call center solution integrated with Salesforce.

D. Increase agent resources without considering automation or process optimization.

Answer: B (LEAVE A REPLY)

Configuring multiple queues and leveraging Omni-Channel Routing ensures scalability and efficiency, especially during peak hours in a contact center. Omni-Channel Routing automatically distributes incoming work to agents based on availability and skill set, allowing for dynamic management of high call volumes. This solution supports the scalability of the contact center by optimizing the allocation of resources and reducing wait times for customers.

NEW QUESTION: 90

The customer wants to enable self-service options for simple issues. Which Salesforce capability would be most helpful?

- A. Knowledge Base
- B. Process Builder
- C. Web Service API
- D. OmniScript

Answer: A (LEAVE A REPLY)

The Knowledge Base capability in Salesforce is crucial for enabling self-service options. It allows customers to access articles, FAQs, and troubleshooting guides, empowering them to resolve simple issues independently. This not only enhances customer satisfaction by providing immediate assistance but also reduces the workload on support agents by decreasing the volume of basic inquiries.

Reference: Salesforce Knowledge Base

NEW QUESTION: 91

The company's primary goal is to improve customer satisfaction. Which KPI best aligns with this objective?

- A. Average Contact Handle Time (AHT)
- B. First Contact Resolution (FCR) Rate
- C. Customer Satisfaction (CSAT) Score
- D. Net Promoter Score (NPS)

Answer: C (LEAVE A REPLY)

The Customer Satisfaction (CSAT) Score is the key performance indicator (KPI) that best aligns with the objective of improving customer satisfaction. CSAT directly measures the degree of satisfaction customers feel with a service or product, usually gathered through post-interaction surveys asking customers to rate their experience. It provides clear insights into how satisfied customers are, which is directly linked to the company's goal of improving customer satisfaction.

References: https://help.salesforce.com/articleView?id=sf.snapins_chat_overview.htm

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NEW QUESTION: 92

Your scenario involves routing calls based on language spoken. Which feature facilitates this?

- A. Custom Apex code defining language detection and routing logic.
- B. Omni-Channel routing with skill mapping based on agent language proficiency.
- C. Phone Numbers configured with specific languages and automatic call routing.
- D. Integrated Speech-to-Text (STT) and language identification tools for real-time routing.

Answer: B (LEAVE A REPLY)

Omni-Channel routing with skill mapping based on agent language proficiency is the most effective feature for routing calls based on the language spoken. This feature allows calls to be directed to agents who are proficient in the language required by the caller, ensuring effective communication and enhancing customer satisfaction.

References: https://help.salesforce.com/articleView?id=sf.omnichannel_skills_based_routing_setup.htm

NEW QUESTION: 93

Your design includes email auto-replies for initial case acknowledgements. Which tool facilitates automated responses?

- A. Workflow Rules with email action steps triggered by case creation events.
- B. Process Builder sequences defining auto-reply steps and dynamic content insertion.
- C. Entitlement Email Templates configured with automatic responses based on service level agreements.
- D. Einstein Bots configured to send auto-replies and collect initial information from customers via email.

Answer: (SHOW ANSWER)

Reference: Salesforce Workflow and Approvals

NEW QUESTION: 94

The consultant should recommend UC configure the solution by setting up the organization's default business hours and creating an escalation rule where the case matches the criteria associated with different business hours.

An administrator has activated Omni-Channel routing on a queue for the first time. However, agents are not seeing the work that was already in the queue. What is the reason for the work that was already in the queue not being pushed to agents?

- A. Records that exist in a queue prior to Omni-Channel routing activation will not be pushed to an agent.
- B. The Apply to existing records in queue option was not selected.
- C. The type of work that was in the queue is not in the Selected Objects list on the queue under Supported Objects

Answer: (SHOW ANSWER)

When Omni-Channel routing is activated on a queue for the first time, existing records in that queue will not automatically be pushed to agents. This is because Omni-Channel only starts routing work items that arrive in the queue after its activation. Any work that was already in the queue prior to enabling Omni-Channel will need to be manually reassigned or triggered to enter the Omni-Channel routing process.

NEW QUESTION: 95

The customer desires seamless integration with their existing CRM system. Which functionality bridges this gap?

- A. Data Import Wizard
- B. Partner Integrations
- C. Einstein Analytics
- D. Apex Code Development

Answer: B (LEAVE A REPLY)

Partner integrations in Salesforce Contact Center allow for seamless integration with existing CRM systems by leveraging pre-built connectors and integration apps available on Salesforce AppExchange. These partner solutions are specifically designed to integrate diverse systems with Salesforce, ensuring that data flows smoothly between Salesforce and other CRMs without needing custom development. This enables businesses to enhance their customer service capabilities by integrating their existing tools and databases into a unified Salesforce environment.

NEW QUESTION: 96

The customer wants to prioritize cases based on customer loyalty and contract value. Which functionality enables this?

- A. Case Classification
- B. Entitlements
- C. Case Escalation Rules
- D. Custom Apex Code

Answer: D (LEAVE A REPLY)

Custom Apex Code is the most flexible option for implementing sophisticated case prioritization logic that can consider multiple variables such as customer loyalty and contract value. Apex allows developers to write complex algorithms that assess various aspects of a customer profile and case details to assign priority levels.

Case Classification and Case Escalation Rules provide some level of prioritization but typically in a more limited scope.

Entitlements manage customer rights and service levels but do not inherently prioritize cases based on loyalty or value.

Custom Apex Code provides the necessary customization to tailor case prioritization according to specific business rules and criteria.

Developers can refer to Salesforce Apex Developer Guide for guidance on how to implement custom logic with Apex.

NEW QUESTION: 97

The customer wants to track agent performance and customer satisfaction. Which functionality provides valuable insights?

- A. Field History Tracking
- B. Reports & Dashboards
- C. Einstein Discovery
- D. Process Builder

Answer: B (LEAVE A REPLY)

Reports and Dashboards in Salesforce provide comprehensive insights into agent performance and customer satisfaction. They enable organizations to create detailed reports and visualize data through customizable dashboards, which helps in monitoring key performance indicators (KPIs) and trends. This functionality supports decision-making by providing real-time data analysis, aiding in the improvement of agent performance and the enhancement of customer satisfaction levels.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION: 98

The company aims to reduce operational costs. Which KPI is most relevant to track their progress?

- A. Customer Acquisition Cost (CAC)
- B. Agent Resolution Rate
- C. Average Cost per Case (CPAC)
- D. Employee Turnover Rate

Answer: C (LEAVE A REPLY)

The Average Cost per Case (CPAC) is the most relevant KPI for tracking progress in reducing operational costs within a contact center. This metric provides a clear measurement of the cost associated with resolving each customer case, taking into account all resources utilized in the process. Monitoring and optimizing CPAC can help a company identify areas where efficiencies can be improved, thus directly contributing to the reduction of operational costs.

References: https://help.salesforce.com/articleView?id=custom_reports_dashboards.htm

NEW QUESTION: 99

The correct steps for UC to create a service report with 50 object references are

A consultant has cloned a standard bot as an Enhanced Bot for Universal Containers inbound conversations, which created a simple Omni-Channel flow for the bot What does

the consultant need to specify to use this flow in the channel setting other than selecting the flow?

- A. Inbound Flow Action
- B. Route Work Item
- C. Fallback Queue

Answer: B (LEAVE A REPLY)

For the consultant who has cloned a standard bot to an Enhanced Bot for Universal Containers, specifying the

"Route Work Item" setting in the channel setup is necessary after selecting the flow. This setting is crucial as it defines how work items, such as service requests or customer interactions, are routed through Omni-Channel, ensuring that the Enhanced Bot's flow directs interactions appropriately to available agents or queues.

References: https://help.salesforce.com/articleView?id=sf.omnichannel_routing_setup.htm

NEW QUESTION: 100

Your project requires migrating custom objects and their associated data. Which data preparation step helps maintain field-level validation rules and triggers?

- A. Exporting custom objects and data along with associated validation rules and trigger definitions for import into the new system.
- B. Configuring the new system to automatically recognize and apply existing field-level validation rules and triggers during data migration.
- C. Manually reviewing and verifying the accuracy and functionality of imported validation rules and triggers after data migration.
- D. All of the above, ensuring comprehensive migration and consistent application of data integrity controls for custom objects.

Answer: D (LEAVE A REPLY)

Maintaining field-level validation rules and triggers during migration of custom objects requires thorough planning and execution. Exporting these elements along with the objects ensures they are not lost during transition. Configuring the new system to recognize and apply these rules and triggers maintains data integrity. Manually verifying these rules post-migration confirms their correct function. "D. All of the above, ensuring comprehensive migration and consistent application of data integrity controls for custom objects" covers all necessary steps for successful integration of these critical components.

Reference: Salesforce Custom Objects and Data Integrity

NEW QUESTION: 101

Your customer wants to offer phone and email support during business hours only, while offering chat support 24/7. Which channel support requirement best aligns with this need?

- A. Configure separate queues for each channel with specific business hours.
- B. Utilize dynamic agent availability and presence routing across all channels.
- C. Implement a third-party chat solution with 24/7 availability integration.

D. Set automatic case deflection rules for common issues on chat after business hours.

Answer: ([SHOW ANSWER](#))

Configuring separate queues for each support channel with designated business hours allows for tailored management of availability per service requirement. This setup enables organizations to offer phone and email support during standard business hours and continuous chat support around the clock. Each queue can have its unique operational hours and staffing strategies, ensuring that resources are aligned with customer expectations and demand for each communication channel.

References: https://help.salesforce.com/articleView?id=queues_overview.htm

NEW QUESTION: 102

The CEO prioritizes customer satisfaction as a key KPI. How would you measure this metric within the Contact Center program?

- A.** Track average call handle time and first-contact resolution rate.
- B.** Implement customer satisfaction surveys after interactions and analyze sentiment analysis.
- C.** Monitor agent performance against resolution time and escalation benchmarks.
- D.** All of the above, combined for a comprehensive view of customer satisfaction.

Answer: ([SHOW ANSWER](#))

Measuring customer satisfaction as a key performance indicator effectively requires a combination of metrics.

Tracking average call handle time and first-contact resolution rate, implementing customer satisfaction surveys, and monitoring agent performance against resolution time and escalation benchmarks together provide a comprehensive view of customer satisfaction. Each of these metrics contributes to understanding different aspects of service quality and customer experience, thereby helping the CEO to gauge overall performance accurately and make informed decisions to improve service levels.

References: https://help.salesforce.com/articleView?id=custom_reports_dashboards.htm

NEW QUESTION: 103

The desired process of reassigning cases to a higher support tier when SLA timelines are breached.

Ursa Major Solar needs to protect customers' private information, such as social sty numbers, during phone interactions.

Which Service Cloud Voice feature should a consultant recommend to accomplish this?

- A.** Hierarchical Sharing Settings on Calls
- B.** Collaboration on Call Recordings
- C.** Pause/Resume Call Recording

Answer: ([SHOW ANSWER](#))

To protect customers' private information during phone interactions, especially for sensitive data like social security numbers, the Service Cloud Voice feature to recommend is Pause/Resume Call Recording. This feature allows agents to pause the recording when sensitive information is being discussed and resume it afterwards, ensuring compliance with privacy regulations and safeguarding customer data.

Reference: Salesforce Service Cloud Voice Features

NEW QUESTION: 104

To streamline communication and clarify case conversation history for an insurance company handling a high volume of cases, I recommend a combined approach utilizing Case Comments and Case Hierarchy, with careful consideration of Chatter's limitations: A project sponsor has stated that their primary goal is to reduce the cost per case in the contact center.

Which standard metric should a consultant focus on improving to reduce cost per case in the contact center?

- A.** Average Cases per Agent
- B.** Average Resolution Time
- C.** Average Handle Time

Answer: C (LEAVE A REPLY)

To reduce the cost per case in the contact center, the consultant should focus on improving the Average Handle Time (AHT). AHT measures the average duration of contact with a customer, including talk time, hold time, and the time spent on related tasks after the call. By reducing AHT, an organization can handle more cases without additional resources, effectively decreasing the cost per case. Reducing AHT can be achieved through better training, more efficient tools, and workflow optimization, directly impacting the cost efficiency of the contact center operations.

Reference: <https://help.salesforce.com/>

NEW QUESTION: 105

Universal Containers (UC) has a service report requirement to provide a snapshot of customers, including the service products they are using, case reason, and priority, Which dashboard in Service Analytics should UC use? Sidebar-By

- A.** Customer
- B.** Open Cases
- C.** Account Profile

Answer: (SHOW ANSWER)

For Universal Containers, the " Account Profile " dashboard in Service Analytics is the most suitable choice.

This dashboard provides a comprehensive snapshot of customers, including details on the service products they are using, case reasons, and priority. It is specifically designed to

consolidate customer-related information, making it an ideal solution for UC ' s reporting needs.

References: https://help.salesforce.com/articleView?id=bi_analytics_app_service.htm

NEW QUESTION: 106

The customer requests integrations with existing CRM and marketing automation systems. Which approach promotes data integrity and maintainability?

- A.** Develop custom code for each integration, creating independent data silos and complex maintenance needs.
- B.** Utilize pre-built Salesforce connectors and APIs for seamless data exchange with external systems.
- C.** Implement point-to-point integrations with each system, requiring ongoing customization and management.
- D.** Avoid integrations altogether and maintain separate data environments for different functionalities.

Answer: B (LEAVE A REPLY)

Reference: Salesforce Documentation on Integration

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NEW QUESTION: 107

The customer needs advanced customization for specific workflows. Which option provides flexibility?

- A.** Out-of-the-box configuration
- B.** Salesforce Flow
- C.** Third-party development
- D.** Custom Apex coding

Answer: (SHOW ANSWER)

Salesforce Flow provides the flexibility needed for advanced customization of specific workflows within the Salesforce environment. It allows admins and developers to automate complex business processes and create rich, guided user experiences. The tool offers a

drag-and-drop interface to design customized workflows, which can handle various actions like data collection, records updates, and complex logic without the need for custom code.

NEW QUESTION: 108

The consultant should recommend implementing the requirement by setting up Support Holidays to specify holidays.

Ursa Major Solar uses a custom object to track customer orders. The business would like the voice call linked to the primary order the customer is asking about. How should a consultant accomplish this?

- A.** Create a flow that references the custom object.
- B.** Create a junction object between the custom object and Voice Call. Create a custom lookup field on the Voice Call object to the custom object.
- C.** The consultant should accomplish the linking of voice calls to primary orders by creating a custom lookup field on the Voice Call object to the custom object.

Answer: C (LEAVE A REPLY)

Reference: Salesforce Custom Objects and Fields

NEW QUESTION: 109

The project encounters unforeseen technical issues during release. Which response is most appropriate within the release management plan?

- A.** Proceed with the release despite technical issues, as per the planned schedule.
- B.** Delay the release to ensure complete resolution of technical issues before deployment.
- C.** Communicate the issues transparently to stakeholders and implement a rollback plan if necessary.
- D.** Ignore the technical issues and hope they resolve themselves after release.

Answer: C (LEAVE A REPLY)

In the event of unforeseen technical issues during a release, the most appropriate response is to communicate transparently with stakeholders about the issues and to have a rollback plan ready if necessary. This approach ensures that all parties are informed and prepared to revert to the previous stable version if the new release proves to be unstable or problematic, maintaining trust and system reliability.

NEW QUESTION: 110

The company desires to monitor its adherence to service level agreements (SLAs). Which KPI is crucial for this purpose?

- A.** Case Backlog Volume
- B.** Average Time to Answer (ATA)
- C.** SLA Adherence Rate
- D.** Number of Overdue Cases

Answer: C (LEAVE A REPLY)

The SLA Adherence Rate is crucial for monitoring adherence to service level agreements (SLAs). This KPI measures the percentage of cases or inquiries resolved within the timeframes stipulated in the SLAs, providing a direct indicator of the contact center 's compliance with agreed service standards. High SLA adherence rates indicate effective management and operational efficiency, essential for maintaining customer satisfaction and trust.

References: https://help.salesforce.com/articleView?id=custom_reports_dashboards.htm

NEW QUESTION: 111

The customer wants to prioritize cases based on customer loyalty and contract value. Which case management requirement should be considered?

- A.** Develop custom formulas to calculate customer loyalty and contract value score.
- B.** Configure case fields to capture customer tier and contract details for manual prioritization.
- C.** Implement automated case escalation rules based on pre-defined loyalty and contract value thresholds.
- D.** Utilize Entitlements to define service level agreements (SLAs) and prioritize cases based on entitlement levels.

Answer: C (LEAVE A REPLY)

Reference: Salesforce Automation for Case Escalation

NEW QUESTION: 112

To facilitate a transfer of an Enhanced Bot conversation to a queue, a consultant needs to use two routing types:

1. Omni-Channel Flow:

This is the primary type used to route the conversation from the bot to the queue.

The consultant can build a flow with a specific action to " Route Work Item. "

This action allows you to specify the target queue where the conversation will be directed.

2. Dialog: (Optional)

While not required for basic transfers, dialogs can be used to enhance the user experience during the transfer process.

For example, the consultant can create a dialog that informs the customer about the need to transfer the conversation to a live agent and provides estimated wait times.

Additionally, the dialog can collect any necessary information from the customer before transferring the case to the queue.

A consultant is asked to migrate 100,000 historic cases from a legacy system to Cloud.

Which tool should the consultant use?

- A.** Data Import Wizard
- B.** Salesforce REST API

C. Data Loader

Answer: C (LEAVE A REPLY)

For migrating 100,000 historic cases from a legacy system to Salesforce, the consultant should use the Data Loader. Salesforce Data Loader is designed for bulk data operations and is the optimal tool for handling large-scale data migrations, such as 100,000 records or more. It provides the ability to insert, update, delete, or export Salesforce records. When importing data, Data Loader reads, extracts, and loads data from CSV files or from a database connection. For large data volumes, Data Loader is more efficient and robust than the Data Import Wizard, which is typically recommended for loading fewer than 50,000 records. The Data Loader also supports automated batch processing, making it suitable for migrating large datasets from legacy systems.

Reference: Using Data Loader in Salesforce

NEW QUESTION: 113

The customer requires secure access control for sensitive customer data.

a. Which data model element contributes to data security?

A. Utilize custom fields to capture all types of customer information without access restrictions.

B. Configure field-level security to grant selective access to sensitive data based on user roles and permissions.

C. Implement third-party data encryption solutions for additional security layers.

D. Store all customer data in one field without any segregation or access control mechanisms.

Answer: B (LEAVE A REPLY)

Field-Level Security (FLS) in Salesforce is essential for controlling access to sensitive data. It allows administrators to specify which fields are visible and editable by which users or profiles. This ensures that sensitive customer information is only accessible to authorized personnel, thereby contributing significantly to data security. Option "B. Configure field-level security to grant selective access to sensitive data based on user roles and permissions" is the correct choice as it directly addresses the requirement for secure access control within the Salesforce data model.

Reference: Salesforce Documentation on Field-Level Security

NEW QUESTION: 114

You need to configure self-service knowledge base articles. Which Salesforce feature facilitates this?

A. Salesforce Knowledge articles with categorization and tagging for easy customer search.

B. Web-to-Case forms allowing customers to submit inquiries directly from the knowledge base.

C. Einstein Search for intelligent article recommendations based on customer keywords and context.

D. All of the above, promoting a comprehensive and user-friendly self-service knowledge base experience.

Answer: ([SHOW ANSWER](#))

Configuring a self-service knowledge base effectively involves multiple Salesforce features: A. Salesforce Knowledge provides articles that can be easily categorized and tagged for customer searches. B. Web-to-Case forms allow customers to submit inquiries directly if articles do not resolve their issues. C. Einstein Search enhances the experience by offering intelligent article recommendations based on customer inputs. These features together create a robust, user-friendly self-service knowledge base, promoting efficient customer self- help and satisfaction.

References: https://help.salesforce.com/articleView?id=sf.knowledge_manage_articles.htm

NEW QUESTION: 115

Ursa Major Solar can implement customer push notifications through the following channels as part of its Engagement upgrade project:

Ursa Major Solar (UMS) has high daily call volumes. UMS wants to improve the speed and efficiency of its call handling.

Which set of features/capabilities will help UMS achieve this?

A. Service Cloud Voice, Omni-Channel, Service Console

B. Case Classification, Omni-Channel, Einstein Bots

C. Service Cloud Voice, Feedback Management, Einstein Boss

Answer: ([SHOW ANSWER](#))

For Ursa Major Solar (UMS) to improve the speed and efficiency of its call handling, the integration of Service Cloud Voice, Omni-Channel, and the Service Console is optimal. Service Cloud Voice brings telephony inside the Salesforce platform, allowing agents to make and receive calls directly in Salesforce, providing them with a comprehensive view of the customer and their history. Omni-Channel ensures that calls are routed to the right agent at the right time, based on skills, availability, and workload. The Service Console offers a unified interface that lets agents manage multiple cases and calls efficiently, reducing time spent switching between screens and applications, and speeding up call resolution.

NEW QUESTION: 116

Validating email functionality involves testing delivery and content accuracy. Which tool helps with email address verification?

A. Salesforce Reports with filters to identify cases with invalid email addresses.

B. Data Loader functionality for bulk email address validation against external databases.

C. Einstein Validation Service for real-time email address verification during data entry.

D. Salesforce Sandbox environment for sending test emails and verifying recipient details.

Answer: ([SHOW ANSWER](#))

The Salesforce Sandbox environment is the ideal tool for validating email functionality. It allows for the sending of test emails to verify both the delivery and the accuracy of content, including the proper functioning of merge fields and the correctness of recipient details, without affecting live data.

References: https://help.salesforce.com/articleView?id=sf.test_email_deliverability.htm

NEW QUESTION: 117

The customer requests integrations with existing CRM and marketing automation systems. Which approach promotes data integrity and maintainability?

A. Develop custom code for each integration, creating independent data silos and complex maintenance needs.

B. Utilize pre-built Salesforce connectors and APIs for seamless data exchange with external systems.

C. Implement point-to-point integrations with each system, requiring ongoing customization and management.

D. Avoid integrations altogether and maintain separate data environments for different functionalities.

Answer: ([SHOW ANSWER](#))

Salesforce provides various pre-built connectors and APIs that enable seamless integration with external CRM and marketing automation systems. Using these connectors and APIs ensures data integrity and maintainability by facilitating standardized data exchange and reducing the need for custom code, which can become cumbersome and error-prone. Thus, option "B. Utilize pre-built Salesforce connectors and APIs for seamless data exchange with external systems" is the best approach for integrating systems while maintaining data integrity and ease of maintenance.

Reference: Salesforce Documentation on Integration

NEW QUESTION: 118

The release management plan needs to be adaptable to unforeseen changes or challenges. Which element facilitates flexibility and responsiveness?

A. Detailed and rigid schedule with no room for modifications or adjustments.

B. Clearly defined communication channels and escalation procedures for unforeseen issues.

C. Regular risk assessments and contingency plans for potential challenges and roadblocks.

D. A collaborative work environment and open communication among stakeholders.

Answer: ([SHOW ANSWER](#))

Flexibility and responsiveness in a release management plan are critical for adapting to unforeseen changes and challenges. This requires not just detailed plans, but also the

infrastructure to adapt such as clear communication channels, regular risk assessments, and a collaborative work environment. "D. A collaborative work environment and open communication among stakeholders" facilitates this adaptability by ensuring that all parties are engaged and can respond quickly to any necessary changes or adjustments.

Reference: Salesforce Change Management

NEW QUESTION: 119

The consultant should suggest using a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword. This is the most effective approach to address the issue of long response times due to frequent case transfers.

A client wants to use structured content to provide a rich end user experience will consistency and faster service in their messaging channels.

The centipen Messaging for Web, Messaging for In-App, and Enhanced Facebook messaging Which capability should a consultant recommend?

- A.** The Messaging for Agents guided flow in the Service Console
- B.** Quick Texts for Messaging in the Service Console
- C.** Interactive Messaging Components in the Service Connect

Answer: C (LEAVE A REPLY)

Reference: <https://www.salesforce.com/products/service-cloud/features/>

NEW QUESTION: 120

You're deploying a new SMS channel for customer updates and notifications. Which cut-over requirement helps prevent message delivery failures and ensure customer reach?

- A.** Validating customer phone numbers and carrier compatibility before activating the SMS channel.
- B.** Configuring clear opt-in and opt-out mechanisms for SMS updates and notifications.
- C.** Implementing message throttling and rate limiting to prevent overwhelming customers with SMS alerts.
- D.** All of the above, contributing to reliable and effective SMS communication with customers.

Answer: (SHOW ANSWER)

Deploying a new SMS channel for customer updates and notifications requires comprehensive planning to prevent delivery failures and ensure effective communication. Validating customer phone numbers and carrier compatibility ensures that messages reach the intended recipients. Configuring opt-in and opt-out mechanisms maintains compliance and respects customer preferences. Implementing message throttling and rate limiting avoids overwhelming customers and enhances the customer experience. Therefore, "D. All of the above, contributing to reliable and effective SMS communication with customers" is the best approach to ensure a successful SMS channel rollout.

Reference: Salesforce Mobile Messaging

NEW QUESTION: 121

The consultant should suggest using a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword. This is the most effective approach to address the issue of long response times due to frequent case transfers.

A client wants to use structured content to provide a rich end user experience will consistency and faster service in their messaging channels.

The centipen Messaging for Web, Messaging for In-App, and Enhanced Facebook messaging Which capability should a consultant recommend?

A. The Messaging for Agents guided flow in the Service Console

B. Quick Texts for Messaging in the Service Console

C. Interactive Messaging Components in the Service Connect

Answer: (SHOW ANSWER)

For enhancing the end-user experience with structured content in messaging channels, the consultant should recommend using Interactive Messaging Components in the Service Connect. This capability allows the deployment of rich, interactive content such as menus, lists, and cards within the messaging interface, providing a dynamic and engaging user experience. Interactive Messaging Components enable customers to interact with automated flows that can handle inquiries and transactions without needing live agent intervention, thereby ensuring consistency and speeding up service delivery. This feature is especially effective in Messaging for Web, In-App, and Enhanced Facebook messaging environments where interactive engagements can significantly enhance user satisfaction and operational efficiency.

Reference: <https://www.salesforce.com/products/service-cloud/features/>

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NEW QUESTION: 122

The company aims to track the impact of Salesforce Contact Center on revenue generation. Which KPI should be considered?

A. Number of Closed Won Deals

B. Contact Center Conversion Rate

C. Customer Retention Rate

D. Customer Lifetime Value (CLTV)

Answer: (SHOW ANSWER)

To track the impact of the Salesforce Contact Center on revenue generation, the Contact Center Conversion Rate is an appropriate key performance indicator (KPI). This metric measures the percentage of contacts handled by the contact center that result in a sale or desired outcome, directly linking contact center activities to revenue generation. It provides insight into how effectively the contact center contributes to the company's bottom line by converting inquiries into transactions.

NEW QUESTION: 123

For supervisors within a Service Cloud Voice environment using Amazon Connect, the ideal tools to track key performance indicators (KPIs) like calls answered, average handle time, and average speed to answer are:

Which functionality should a consultant recommend when a client wants to improve their service level quality and automatically push cases to an account's dedicated service agent?

A. Case Assignment Rule

B. Skill-Based Routing Rules

C. Omni Channel Flows

Answer: C (LEAVE A REPLY)

When aiming to improve service level quality by automatically pushing cases to an account's dedicated service agent, the recommended functionality is Omni Channel Flows. Omni Channel Flows allow for advanced routing configurations that take into account agent skills, availability, and workload. This enables cases to be dynamically routed to the appropriate agent who has been identified as the dedicated service agent for a particular account, ensuring that customers receive consistent and knowledgeable support.

NEW QUESTION: 124

The company aims to track the impact of Salesforce Contact Center on revenue generation. Which KPI should be considered?

A. Number of Closed Won Deals

B. Contact Center Conversion Rate

C. Customer Retention Rate

D. Customer Lifetime Value (CLTV)

Answer: B (LEAVE A REPLY)

To track the impact of the Salesforce Contact Center on revenue generation, the Contact Center Conversion Rate is an appropriate key performance indicator (KPI). This metric measures the percentage of contacts handled by the contact center that result in a sale or desired outcome, directly linking contact center activities to revenue generation. It provides insight into how effectively the contact center contributes to the company's bottom line by converting inquiries into transactions.

References: https://help.salesforce.com/articleView?id=reports_dashboards_overview.htm

NEW QUESTION: 125

Validating self-service functionality involves testing article accessibility and accuracy.

Which tool helps with content quality checks?

- A.** Salesforce Reports with filters for user searches and article views to assess popularity and engagement.
- B.** Quality assurance reviews by internal teams or external testing services to validate content accuracy.
- C.** User feedback surveys and rating systems on Knowledge articles to gather direct customer input.
- D.** All of the above, providing a multi-faceted approach to evaluating self-service content quality and user experience.

Answer: D (LEAVE A REPLY)

Reference: Salesforce Knowledge Management

NEW QUESTION: 126

Your bot requirements include personalized greetings and information based on customer data. Which Salesforce feature enables this?

- A.** Custom Apex code dynamically fetching customer data and injecting it into chatbot responses.
- B.** Merge fields within bot conversation scripts linking to specific object fields containing customer information.
- C.** Einstein Insights providing real-time customer data to personalize bot interactions and recommendations.
- D.** All of the above, depending on the level of personalization and data sources required.

Answer: (SHOW ANSWER)

Personalizing chatbot interactions can be achieved through various Salesforce features depending on the complexity and source of the customer data. Custom Apex code can dynamically fetch and incorporate customer data into chat responses. Merge fields can link conversation scripts to Salesforce object fields. Einstein Insights can use AI to analyze customer data and tailor interactions. Thus, "D. All of the above, depending on the level of personalization and data sources required" is the correct answer, as it covers the full range of tools available for personalizing chatbot communications.

Reference: Salesforce Einstein Insights

NEW QUESTION: 127

Your bot requirements include personalized greetings and information based on customer data. Which Salesforce feature enables this?

- A.** Custom Apex code dynamically fetching customer data and injecting it into chatbot responses.

- B.** Merge fields within bot conversation scripts linking to specific object fields containing customer information.
- C.** Einstein Insights providing real-time customer data to personalize bot interactions and recommendations.
- D.** All of the above, depending on the level of personalization and data sources required.

Answer: D ([LEAVE A REPLY](#))

Reference: Salesforce Einstein Insights

NEW QUESTION: 128

The customer requires advanced customization for specific workflows. What is the best approach?

- A.** Out-of-the-box configuration
- B.** Salesforce Flow
- C.** Third-party development
- D.** Custom Apex coding

Answer: D ([LEAVE A REPLY](#))

Reference: Salesforce Developers on Apex

NEW QUESTION: 129

Your customer wants to measure the success of the implementation in terms of business impact. Which key performance indicators (KPIs) are most relevant?

- A.** Number of cases resolved, average handle time, and agent productivity metrics.
- B.** Customer satisfaction scores, net promoter score (NPS), and customer retention rates.
- C.** Cost savings achieved through operational efficiency and reduced call volume.
- D.** All of the above, providing a holistic view of Contact Center impact on business goals.

Answer: D ([LEAVE A REPLY](#))

To measure the success of a Contact Center implementation in terms of business impact, a holistic approach that considers various KPIs is essential. These should include operational metrics like the number of cases resolved and average handle time, customer-centric metrics such as customer satisfaction scores and NPS, and financial metrics like cost savings from operational efficiencies. Thus, "D. All of the above, providing a holistic view of Contact Center impact on business goals" covers the range of indicators necessary to fully evaluate the success and impact of the implementation.

Reference: Salesforce KPIs for Contact Centers

NEW QUESTION: 130

The legal team emphasizes data security and compliance. How can future functionality address this?

- A.** Implement field-level security to restrict access to sensitive data based on user roles and permissions.
- B.** Encrypt customer data at rest and in transit to protect against unauthorized access.

- C. Conduct regular security audits and vulnerability assessments to identify potential risks.
- D. All of the above, combined for a comprehensive approach to data security and compliance.

Answer: D (LEAVE A REPLY)

Implementing a combination of field-level security, encryption, and regular security audits addresses the concerns of data security and compliance comprehensively. Field-level security ensures that sensitive data is accessible only to authorized users based on their roles. Encryption of data at rest and in transit protects it from unauthorized access or breaches. Regular security audits and vulnerability assessments help in identifying and mitigating potential risks, ensuring that the system remains secure and compliant with legal requirements.

References: https://help.salesforce.com/articleView?id=data_security.htm

NEW QUESTION: 131

You need to configure chatbots for different purposes within the Contact Center. Which platform offers the most flexibility?

- A. Einstein Bots with pre-built templates and AI capabilities for various customer service scenarios.
- B. Flow Builder with drag-and-drop interface for designing chatbot conversations and logic flow.
- C. Dialogflow and similar third-party chatbot platforms integrated with Salesforce.
- D. All of the above, providing options for diverse bot functionalities and integration flexibility.

Answer: D (LEAVE A REPLY)

Reference: Salesforce Einstein Bots

NEW QUESTION: 132

Based on Ursa Major Solar 's goals of strengthening loyalty, increasing case deflection, and improving customer retention, the most suitable Experience Cloud template is the Customer Service template. Here ' s why:

During a workshop with a client, a consultant is made aware that the client wants to content social media strategy for their Contact Center. They want to allow their customers to message them through Facebook and also require the possibility for the customer to make posts on the company Facebook page. They do not want to create a case for every comment on their Facebook page, as some of the posts do not need a response.

Which set of solutions should the consultant recommend for all the criteria to met?

- A. Social Customer Service and ISV partner solution
- B. Digital Engagement and Social Studio
- C. Digital Engagement and ISV partner solution

Answer: B (LEAVE A REPLY)

For the client ' s requirements of managing customer interactions via Facebook without creating a case for every comment, the best solution set is Digital Engagement and Social Studio. Digital Engagement provides tools to manage and support customer communications across digital channels, including Facebook messaging. Social Studio, part of the Salesforce Marketing Cloud, allows for comprehensive social media management, enabling the client to monitor, post, and engage with customers on their Facebook page efficiently. This combination ensures that only relevant interactions lead to case creation, streamlining the response process and reducing unnecessary workload. Reference: Digital Engagement on Salesforce and Social Studio

NEW QUESTION: 133

I ' d be glad to assist you with crafting the best possible response to the prompt, drawing on the insights from the provided ratings and aiming to surpass the quality of both Response A and Response B.

Ursa Major Solar has implemented Service Cloud Voice. After using it for several months, the customer service manager notices that agents rarely create a note that summarizes what was discussed during a phone call.

This has made it difficult to get an overview of what happened on a case.

What should a consultant suggest to help resolve this challenge?

- A.** Build a flow solution that updates the agent ' s Presence status to unavailable so they have time to add notes, then put the status back to ' available ' after a certain period of time
- B.** Set up the After Conversation Work component so that an agent has time to write a summary of the call before being assigned new inbound calls again.
- C.** Instruct agents to update their Presence Status to unavailable every time they finish a call and put their status back to available ' after wrapping up

Answer: B (LEAVE A REPLY)

Reference: https://help.salesforce.com/s/articleView?id=sf.voice_work.htm

NEW QUESTION: 134

You're validating performance requirements for the deployed system. Which tool helps assess system responsiveness and handle load testing?

- A.** Analyzing system logs and resource utilization data to identify performance bottlenecks and resource constraints.
- B.** Utilizing performance testing tools to simulate user activity and analyze response times, throughput, and stability under load.
- C.** Monitoring agent feedback and user experience reports for any performance issues or service delays after deployment.
- D.** All of the above, providing a holistic view of system performance and adherence to defined responsiveness and load handling requirements.

Answer: (SHOW ANSWER)

Assessing system performance and responsiveness involves various tools and approaches:

A: Analyzing system logs and resource utilization data helps identify performance bottlenecks.

B: Utilizing performance testing tools to simulate user activity enables evaluation of system response times and stability under various load conditions.

C: Monitoring agent feedback and user experience reports provides insights into real-world performance issues post-deployment.

These combined approaches offer a comprehensive evaluation of the system's performance, ensuring it meets the required standards for responsiveness and load handling.

NEW QUESTION: 135

The customer requires ongoing training and support for agents using the new Salesforce Contact Center system. Which support option is most suitable?

A. Utilize Trailhead online modules and Salesforce documentation for independent learning.

B. Implement Premier Support with dedicated access to expert consultants and proactive issue resolution.

C. Develop custom training materials and conduct internal workshops for agent familiarization.

D. Leverage partner resources and certified consultants for specialized training and implementation guidance.

Answer: B (LEAVE A REPLY)

Implementing Premier Support is the most suitable option for ongoing training and support for agents using the new Salesforce Contact Center system. Premier Support provides organizations with dedicated access to Salesforce experts and consultants who offer specialized training, proactive issue resolution, and continuous support. This level of support ensures that agents are well-equipped to use the system efficiently and can resolve any issues quickly, enhancing their overall effectiveness and comfort with the system.

References: <https://www.salesforce.com/support/plans/>

NEW QUESTION: 136

The customer prioritizes routing cases to agents based on language skills and technical expertise. Which routing logic requirement should be emphasized?

A. Implement round-robin routing to distribute cases evenly among agents.

B. Configure skill-based routing with agent profiles mapped to specific languages and specialties.

C. Utilize presence-based routing to connect available agents regardless of expertise.

D. Emphasize case escalation based on SLA breaches and time to resolution.

Answer: B (LEAVE A REPLY)

Skill-based routing is crucial for prioritizing case assignments based on agent competencies, such as language skills and technical expertise. By configuring agent profiles within Salesforce and mapping these profiles to specific skills, cases can be automatically routed to the most qualified agents. This method ensures that customers receive the best possible service from agents who are most capable of addressing their specific needs, enhancing both efficiency and customer satisfaction.

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NEW QUESTION: 137

Your migration plan includes transferring agent performance data

a. Which Salesforce object best accommodates this data?

- A.** Account records representing your customer organizations.
- B.** Contact records for individual customer contacts.
- C.** User records for your contact center agents.
- D.** Custom objects specifically designed for tracking agent performance metrics.

Answer: (SHOW ANSWER)

To accommodate agent performance data within Salesforce, creating custom objects specifically designed to track such metrics is the most suitable approach. Custom objects allow for the flexible design of data structures that can specifically cater to the unique requirements of tracking agent performance, such as productivity, customer feedback scores, and other relevant KPIs. This flexibility ensures that all pertinent data can be captured and analyzed effectively within Salesforce.

NEW QUESTION: 138

The customer lacks advanced AI capabilities for case deflection. Which AppExchange solution could be a good fit?

- A.** LiveChat
- B.** Einstein Bots
- C.** Salesforce Flow
- D.** DocuSign

Answer: B (LEAVE A REPLY)

Einstein Bots, available on the Salesforce AppExchange, are an excellent solution for organizations lacking advanced AI capabilities for case deflection. These bots use artificial intelligence to automate responses to common customer inquiries and can be integrated seamlessly into Salesforce systems. They help deflect routine cases by providing immediate answers to customers, reducing the load on human agents and improving overall efficiency.

References: <https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000EcsZ0UAJ>

NEW QUESTION: 139

The consultant should set up " Edit the Case page layout to embed the Contact Details component on the Case page. " This is the most efficient approach to streamline the agents ' workflow and eliminate unnecessary navigation.

Ursa Major Solar has a Contact Support form with fields for the Subject and Description on its Experience Cloud site, that its customers can fill out to log a case. However, customers are experiencing long response times, because the case is often transferred to a different department before it can be answered.

Which changes to the Contact Support form process should a consultant suggest to improve the response times?

- A.** A Use Case Assignment rules to check for keywords in the subject or description and assign the case to a specialist queue that is appropriate for each keyword
- B.** Use a record-triggered flow to detect keywords and assign the case to a specialist queue that matches the keyword.
- C.** Add the Type field to the assigned Global Action as required, and then use a record trigger to assign the case to a specialist queue that is appropriate for each

Answer: A (LEAVE A REPLY)

Reference: <https://help.salesforce.com/>

NEW QUESTION: 140

Ursa Major Solar (UMS) configured its Omni-Channel to allow support agents to handle three chat requests simultaneously. It has been a challenge for some of the new hire agents.

What should an administrator add in Omni-Channel settings to allow ramp-up time for UMS ' s junior agents to handle only two chat requests at a time?

- A.** Create and assign a new Presence Configuration. Create and apply a new
- B.** Routing Configuration.
- C.** Create and assign a new Presence Status

Answer: C (LEAVE A REPLY)

To provide ramp-up time for junior agents handling fewer chat requests at a time, an administrator should create and assign a new Presence Status. This status would

specifically allow junior agents to handle only two chat requests simultaneously, compared to the standard three. This setting tailors the workload according to the agent ' s capability, ensuring they are not overwhelmed, which helps in their gradual adaptation to the expected work pace.

References: https://help.salesforce.com/articleView?id=omnichannel_presence.htm

NEW QUESTION: 141

Your requirements include chatbot integration for self-service support. Which Salesforce platform facilitates this?

- A.** Einstein Bots with natural language processing and conversational AI capabilities.
- B.** Flow Builder with chatbot elements for building conversational interfaces within flows.
- C.** Lightning Web Components for developing custom chatbot interfaces integrated with Salesforce.
- D.** All of the above, providing various options for building and integrating chatbots into your self-service experience.

Answer: (SHOW ANSWER)

Chatbot integration within Salesforce can be accomplished through several platforms. Einstein Bots offer natural language processing and AI capabilities for sophisticated conversational experiences. Flow Builder allows the creation of conversational interfaces within automated workflows, and Lightning Web Components can be used to build custom, integrated chat interfaces. Therefore, "D. All of the above, providing various options for building and integrating chatbots into your self-service experience" correctly describes the flexibility and range of tools available for chatbot integration.

Reference: Salesforce Einstein Bots

NEW QUESTION: 142

The customer prioritizes cost optimization and efficient resource allocation. Which design aspect contributes to this?

- A.** Develop extensive custom functionalities with high implementation and maintenance costs.
- B.** Leverage standard Salesforce features and pre-built functionalities to avoid custom development.
- C.** Implement resource-intensive automations without considering their impact on operational cost.
- D.** Optimize agent schedules and routing based on real-time call volume and workload.

Answer: (SHOW ANSWER)

Focusing on cost optimization and efficient resource allocation, leveraging standard Salesforce features and pre-built functionalities is the most effective approach. This design aspect minimizes the need for extensive custom development, which can be costly and resource-intensive to maintain. By using built-in capabilities, organizations can take advantage of Salesforce's robust platform, ensuring that they are using reliable, tested

solutions that integrate seamlessly without the additional overhead associated with custom solutions.

NEW QUESTION: 143

The customer requests ongoing support and maintenance after the rollout. Which element should be included in the plan?

A. Establishing a support channel for reporting issues and troubleshooting technical problems.

B. Providing regular system updates and patches to address bugs and improve performance.

C. Conducting periodic user training sessions to familiarize users with new features and updates.

Answer: C (LEAVE A REPLY)

To ensure effective ongoing support and maintenance after the rollout of a Salesforce project, all the elements listed are essential: A. Establishing a support channel is crucial for a responsive troubleshooting and issue- reporting mechanism. B. Regular system updates and patches are necessary to maintain system health and performance, ensuring that bugs are fixed and improvements are implemented regularly. C. Periodic user training sessions help users stay up-to-date with new features and updates, which is essential for maximizing the adoption and utility of the system.

Collectively, these elements create a robust support structure that facilitates continuous improvement and user engagement. Salesforce offers guidance on establishing these elements in their best practices for system maintenance and user training.

More about ongoing support and maintenance best practices can be found here:<https://admin.salesforce.com/>

NEW QUESTION: 144

You need to validate case closure accuracy and completeness. Which tool helps with this?

A. Case Closure Rules automatically closing cases based on predefined criteria and ensuring required fields are filled.

B. Data Validation Rules on case fields requiring specific formats or preventing invalid entries before closure.

C. Case History review for completeness and verification of resolution details before final closure.

D. All of the above, contributing to ensuring accurate and complete case closure for efficient data management.

Answer: D (LEAVE A REPLY)

For configuring chatbots within a Contact Center, multiple platforms offer flexibility and diverse functionalities: A. Einstein Bots provide AI-powered conversation capabilities with templates tailored for various customer service scenarios. B. Flow Builder offers a visual interface for designing bot conversations, making it easy to customize logic and user

interactions.C. Dialogflow and other third-party platforms can be integrated with Salesforce, offering advanced AI and NLP capabilities for complex interactions.Leveraging these platforms provides comprehensive options for creating and managing chatbots tailored to different needs and use cases within a Contact Center.

References: https://help.salesforce.com/articleView?id=sf.einstein_bots.htm

NEW QUESTION: 145

Your customer focuses on cost efficiency. How can future functionality contribute to cost reduction?

- A.** Develop custom dashboards for detailed agent performance analysis and identify areas for improvement.
- B.** Implement automated case categorization and routing to optimize agent utilization.
- C.** Offer self-service options and chatbots to deflect simple inquiries and reduce call volume.
- D.** All of the above, promoting operational efficiency and minimizing unnecessary resource usage.

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Automation with AI

NEW QUESTION: 146

You need to migrate both active and historical customer data

a. Which migration approach balances efficiency and minimal disruption?

- A.** Full cutover migration transferring all data at once, followed by system downtime for configuration.
- B.** Phased migration migrating specific data subsets in stages to minimize service interruption.
- C.** Incremental migration continuously syncing updates from legacy systems to Salesforce for real-time data consistency.
- D.** Pilot migration testing the process with a small data sample before large-scale migration commences.

Answer: **B** ([LEAVE A REPLY](#))

A phased migration approach, where specific subsets of data (both active and historical customer data) are migrated in stages, balances efficiency and minimal disruption. This strategy allows continuous operation of both legacy and new systems during the transition phase, minimizing downtime and service interruptions. It also provides opportunities to address issues on a smaller scale before they affect the entire dataset.

NEW QUESTION: 147

Your data includes sensitive customer information. Which security mechanism protects data during migration?

- A.** Data encryption at rest and in transit via SSL/TLS protocols.

B. User permissions and field-level security restricting access to sensitive data within Salesforce.

C. Data anonymization or pseudonymization masking sensitive information during migration and storage.

D. All of the above, forming a multi-layered approach to data security during and after migration.

Answer: ([SHOW ANSWER](#))

Ensuring the security of sensitive customer data during migration requires a multi-layered approach. Data encryption both at rest and in transit, via SSL/TLS protocols, ensures the data is protected against unauthorized access during transfer. User permissions and field-level security within Salesforce restrict access to sensitive data. Data anonymization or pseudonymization techniques mask sensitive information, providing additional privacy. "D. All of the above, forming a multi-layered approach to data security during and after migration" offers comprehensive protection for sensitive data throughout the migration process.

Reference: Salesforce Data Security

NEW QUESTION: 148

The customer aims to automate repetitive case escalation processes. Which feature can streamline this?

A. Workflow Rules

B. Entitlements

C. Field History Tracking

D. Queues

Answer: **A** ([LEAVE A REPLY](#))

Workflow Rules in Salesforce can automate repetitive case escalation processes effectively. By setting up rules based on specific criteria, these workflows automatically escalate cases to the right team or individual when predefined conditions are met. This feature helps streamline case management processes, reduces manual intervention, and ensures timely response to critical issues, thereby improving overall efficiency in handling customer cases.

NEW QUESTION: 149

The company prioritizes increasing online self-service adoption. Which KPI would effectively measure this?

A. Case Volume Deflection Rate

B. Customer Effort Score (CES)

C. Number of Knowledge Base Articles Viewed

D. Web Chat Engagement Rate

Answer: ([SHOW ANSWER](#))

The Case Volume Deflection Rate is the key performance indicator that would effectively measure the success of increasing online self-service adoption. This KPI calculates the percentage of potential cases that are deflected through self-service channels such as FAQs, knowledge base articles, and automated chatbots, indicating how well these tools are serving customers' needs without requiring direct agent involvement. It is an effective measure of self-service adoption and efficiency.

NEW QUESTION: 150

The environments that should have a two-way deployment connection in this scenario are Test Sandbox and Production Org.

Which requirement needs to be met to perform a quick deployment for change sets or Metadata API components without testing the full deployment?

- A.** Each class and trigger that was deployed is covered by at least 75% jointly
- B.** Tests in the org or all local tests are run and Apex trigger have some coverage
- C.** Components have been validated successful for the target event within least 70 days

Answer: ([SHOW ANSWER](#))

Reference: Salesforce Deployment Considerations

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