PassQueen
a.k.a dumpsqueen.com

Salesforce Service Cloud Administration

Salesforce ADM-261

Version Demo

Total Demo Questions: 66

Total Premium Questions: 666

Buy Premium PDF

https://passqueen.com

support@passqueen.com

Topic Break Down

Topic	No. of Questions
Topic 1, Industry Knowledge	19
Topic 2, Implementation Strategies	76
Topic 3, Service Cloud Solution Design	44
Topic 4, Knowledge Management	120
Topic 5, Interaction Channels	182
Topic 6, Case Management	95
Topic 7, Contact Center Analytics	71
Topic 8, Service Cloud Solution	57
Topic 9, Mix Questions	2
Total	666

QUESTION NO: 1

Thelifecycle of a Knowledge article consists of five stages.

In which order does an article proceed through these stages?

A. Create, approve, publish, consume, feedback

B. Create, feedback, publish, approve, consume

C. Create, publish, feedback, approve,consume

D. Create, consume, feedback, approve, publish

ANSWER: A

Explanation:

Create, approve, publish, consume, feedback correctly describes the intended Salesforce Knowledge article lifecycle. Knowledge begins when an author creates a draft article, supplying the content and article metadata needed to make it useful and discoverable. The article is then reviewed and approved according to the organization's governance process, helping ensure that information is accurate, complete, and appropriate before it is exposed to users. Once approved, it is published to the selected channels, such as an internal Salesforce app, an Experience Cloud site, or another enabled knowledge channel. At that point, customers, agents, or other authorized users can consume the published content while resolving issues or searching for answers. Feedback follows consumption: article readers and service teams can evaluate usefulness and identify opportunities to improve the content. Administrators can use that feedback, together with usage information, to maintain article quality over time. This sequence supports a controlled publishing process while making knowledge available where users need it. Salesforce's Knowledge learning materials describe creating and publishing articles for service users, and explain how Knowledge supports self-service and agent productivity. See Salesforce Trailhead: Knowledge Basics and Salesforce Trailhead: Set Up Salesforce Knowledge.

QUESTION NO: 2

Universal Containers (UC) wants customers to be notified by email when their issue is resolved. The notification should contain a reference link in the form of their case number. The customer should be able to click the link and be redirected to the resolved case in UC's Community. Which three features must be configured to accomplish this? Choose 3 answers

A. Email Alert

B. Email Relay

C. Email Template

D. Assignment Rule

E. Workflow Rule

ANSWER: A C E

Explanation:

Email Alert, **Email Template**, and **Workflow Rule** work together to deliver this notification automatically when a case reaches its resolved status. The workflow rule supplies the business automation: it evaluates a case criterion such as Status changing to Resolved, then invokes an email alert as an immediate workflow action. The email alert defines the delivery details, including the recipient address associated with the customer contact and the email template to send. The email template provides the customer-facing message and can merge case data into both the email body and link text. UC can display the case number as the clickable text while constructing the hyperlink with the community's case-record URL and the case record identifier, so the recipient is taken directly to the appropriate resolved case after signing in to the community. This design keeps the notification reusable, uses standard case merge fields, and ensures the email is triggered consistently whenever the configured resolution condition is met. Salesforce documents workflow email alerts and template-based notifications at Salesforce Help: Workflow Email Alerts and merge fields at Salesforce Help: Merge Fields in Email Templates.

QUESTION NO: 3

A case has not been closed even after 30 days, but those cases can be closed in 7 days. What should the consultant do toovercome this? choose 2 options

A. Use auto response rule to send an email

B. Use escalation rule to send an email

C. Supervisors to investigate those cases

D. Identify those cases and assign to the closure team

ANSWER: B D

Explanation:

Use an escalation rule to send an email and identify those cases and assign to the closure team. An escalation rule is designed to monitor open cases against an age-based milestone, such as seven days after case creation. When a case reaches that threshold without being closed, an escalation action can send an email alert to the appropriate people so that the case receives timely attention. The alert can notify the closure team, a case owner, or management according to the organization's escalation process.

Escalation actions can also reassign the case to a user or queue. Assigning cases that pass the seven-day target to a dedicated closure team creates an explicit ownership path for resolving work that has exceeded its expected resolution time. Together, email notification and reassignment make the follow-up repeatable and measurable, rather than relying on someone to manually discover cases that have been open for an extended period. The escalation rule should be configured with an escalation age of seven days and with actions appropriate to the organization's case-routing model. Salesforce documents escalation rules and their email-alert and reassignment actions in the Escalation Rules guide and the Service Cloud case escalation Trailhead unit.

QUESTION NO: 4

What statement is true about the Salesforce Knowledge article lifecycle?

A. Approval process CANNOT allow publishing of articles that have specific validation statuses

B. Article permission sets allow agents to participate in the article publishing process

C. Articles CANNOT be published until they are reviewed and validated by a qualified author

D. Knowledge uses public groups as a way to assign users to specific tasks related to articles

ANSWER: B

Explanation:

Article permission sets allow agents to participate in the article publishing process because Salesforce Knowledge controls each user's capabilities through assigned permissions. A Knowledge user can be granted the permissions needed to work with articles, such as creating, editing, managing, and publishing them. In particular, the relevant Knowledge publishing permission enables an appropriately licensed user to publish an article version when that user is responsible for that lifecycle step. This makes permission sets a practical way for an administrator to provide publishing-process access without changing a user's profile or granting the same access to every agent.

The lifecycle can be configured to suit an organization's governance model. For example, an organization may use review and approval steps before publishing, and it can assign the appropriate Knowledge permissions to authors, reviewers, and publishers according to their responsibilities. The ability to grant these rights through permission sets supports controlled participation in the process while preserving least-privilege access. Salesforce's Knowledge administration learning materials describe configuring user access and article-management capabilities, and the Salesforce Help documentation details the permissions used for Knowledge article work. See Salesforce Trailhead: Knowledge Administration and Salesforce Help: Knowledge Permissions.

QUESTION NO: 5

Universal Containers recently rolled out a Salesforce Knowledge implementation; however, users are finding unreliable and unrelated Knowledge Articles displayed in the Knowledge One widget in the Salesforce Console.

Which two actions should a Consultant recommend to address the lack of quality checking?

Choose 2 answers

A. Set up an intuitive Data Category hierarchy

B. Restrict the ManageArticles user permission

C. Enable and configurewildcards for article searches

D. Require that an article be added when closing a case

ANSWER: A B

Explanation:

“Set up an intuitive Data Category hierarchy” is appropriate because data categories provide a controlled taxonomy for organizing articles by product, issue, region, or other business-relevant dimensions. When articles are consistently classified, agents can more effectively filter and locate content that applies to the case they are handling. A clear hierarchy also supports category-based visibility, helping ensure that users encounter content intended for their audience and business context. Salesforce recommends planning data category groups and hierarchies around the way users browse and find knowledge.

“Restrict the ManageArticles user permission” is also appropriate because Knowledge quality depends on controlled authoring and publishing governance. Limiting article-management capabilities to trained, accountable knowledge authors and managers prevents unreviewed, inaccurate, or poorly categorized articles from being created or modified. Those authorized users can apply editorial standards, validate article accuracy, and maintain appropriate categorization before content becomes available to service agents. Together, structured classification and controlled content-management access establish the governance needed to improve Knowledge One search relevance and article reliability. See Salesforce’s guidance on data categories and Knowledge article management.

QUESTION NO: 6

UC wants to reduce incoming support phone call volume. What action can be taken to meet this requirement? Choose 2 answers.

A. Implement Service Cloud console to support agents

B. Leverage Live Agent for web-based chat

C. Enable service contracts and entitlements

D. Implement Salesforce Knowledge on a portal

ANSWER: B D

Explanation:

Leverage Live Agent for web-based chat is correct because chat provides customers with a real-time, digital support channel rather than requiring them to call support. Service Cloud chat capabilities allow organizations to route chat requests to appropriately skilled agents, maintain a transcript of the interaction, and help customers resolve issues through the company’s website or other digital experiences. Offering this channel can shift contacts that would otherwise arrive by phone to a more convenient web-based conversation.

Implement Salesforce Knowledge on a portal is also correct because it enables customer self-service. Publishing relevant, searchable knowledge articles in a customer portal or Experience Cloud site lets customers find answers, troubleshooting guidance, and how-to information independently. This can deflect routine support inquiries before a case or phone call is created, while still making assistance available whenever customers need it. Salesforce identifies knowledge content as a core component of self-service and supports surfacing articles to customers through digital experiences. Together, web chat and a knowledge-enabled portal provide complementary alternatives to calling: guided self-resolution for common questions and online agent assistance for issues that require direct help. See Salesforce's Chat documentation and Knowledge in Digital Experiences overview.

QUESTION NO: 7

How is the hash mark (e.g., #salesforce) usedin chatter?

A. Ties the Chatter message to a topic

B. Indicates a clickable URL hyperlink

C. Indicates the name of a group in which to place the Chatter message

D. Links the Chatter message to Twitter

ANSWER: A

Explanation:

"Ties the Chatter message to a topic" is correct. In Salesforce Chatter, placing a hash mark directly before a word or phrase creates a topic, commonly called a hashtag. For example, entering `#salesforce` in a post associates that post with the Salesforce topic. Users can select the linked topic to view other Chatter posts that use the same topic, helping people organize conversations and discover relevant discussions across Chatter. Topics are especially useful for following informal subjects, projects, product areas, events, or common questions without requiring posts to be placed in a particular Chatter group. Salesforce makes topic names searchable and uses them to connect related content; depending on the organization's configuration and access permissions, topic pages can show associated posts and other relevant records. The hash mark must be attached to the topic text, rather than separated by a space, so that Chatter recognizes it as a topic reference. This behavior is distinct from mentions, which use the at-sign to notify or reference people or groups. For more information, see Salesforce's Topics Overview and the guidance on adding topics to posts.

QUESTION NO: 8

When support agents are working on a case, the support manager at universal containers wants the agents to see the case number, case subject, and case description in the case highlights panel.

How can a Consultant implement the functionality with configuration?

A. Remove these fields from the page layout and add the components to the highlights panel.

B. Add these fields to the page layout and add the components to the highlights panel

C. Remove these fields from the page layout and add the fields to the highlights panel

D. Add the fields to the page layout and add the fields to the highlights panel.

ANSWER: D

Explanation:

Add the fields to the page layout and add the fields to the highlights panel. The highlights panel is intended to give agents immediate access to key case details while they work, so displaying the case number, subject, and description there is an appropriate configuration-based solution. First, the consultant makes the desired Case fields available on the relevant Case page layout. The consultant can then select those available fields in the highlights-panel configuration, establishing which information is displayed prominently to agents. This ensures that the configuration applies consistently for users assigned to that page layout and supports efficient case handling without custom development. Case Number is a useful identifier for communicating about a record, Subject provides a concise summary of the issue, and Description gives agents the essential context needed to begin assessing the request. Salesforce page layouts control the fields and related information available to users, while record-page and highlights-panel settings determine how key information is surfaced in the user interface. See Salesforce guidance on [page layout customization] and [highlights panel and compact layout customization].

QUESTION NO: 9

The Universal Containers sales team has been so successful in signing new customers that the support team is unable to provide same-day customer assistance.

What should a consultant recommend to address this problem?

A. Limit Customers to 5 Cases per day.

B. Provide a self-help Customer Community.

C. Add more support phone lines.

D. Ask sales reps to respond to support Cases.

ANSWER: B

Explanation:

Provide a self-help Customer Community. A customer-facing self-service site, now commonly implemented with Salesforce Experience Cloud, gives customers a scalable way to find answers without needing to wait for an agent. The site can expose searchable Salesforce Knowledge articles, FAQs, how-to content, and other support resources to authenticated customers. When useful content is easy to discover, customers can resolve routine questions independently, which deflects avoidable case volume and preserves agent capacity for issues that require direct, personalized assistance. This directly addresses the support team's inability to maintain same-day response as the customer base grows: the support model can serve many more customers without requiring every request to enter an agent queue. Consultants should pair the community with a well-governed knowledge strategy, including clear article categories, search-friendly titles, article visibility for the appropriate audience, and reporting that identifies common searches or unresolved questions. Those insights help the support team continuously improve content and increase self-service success. Salesforce describes Experience Cloud as a way to create branded digital experiences for customers, while its self-service learning materials cover using knowledge and community capabilities to reduce support demand. See [Salesforce Experience Cloud overview] and [Salesforce Knowledge Basics].

QUESTION NO: 10

Which method can be used to route social media inquiries with Salesforce using Salesforce for Twitter and Facebook?

A. Enable social profile and add workflow rules to the contact object

B. Use Twitter-to-Case and add workflow rules to the case object

C. Enable social profile and add assignment rules to the case object

D. Use the routing queues provided with Salesforce for Twitter and Facebook

ANSWER: C

Explanation:

Enable social profile and add assignment rules to the case object is correct because Salesforce for Twitter and Facebook (Social Customer Service) can associate a customer's social identity with Salesforce through a social profile and convert qualifying social interactions into Case records. Once the interaction is represented as a case, standard Case Assignment Rules provide the routing mechanism. An administrator can define criteria based on information available on the generated case, such as its origin, subject, priority, or other mapped values, and assign the case to the appropriate user or queue. This allows a service team to use the same controlled case-distribution process for social inquiries that it uses for other service channels, while preserving ownership, queue management, and downstream service processes. Salesforce documents that assignment rules automatically assign cases based on rule criteria, and its Social Customer Service capabilities are designed to bring social-service interactions into the service workflow. See Salesforce's [Case Assignment Rules documentation] and the [Service Cloud learning resources].

QUESTION NO: 11

A consultant is working on a Service Cloud implementation with a fixed budget and timeline. The analysis phase of the project has just been completed. Additional requirements were discovered that will result in the project exceeding timeline and budget constraints. What is the first step the consultant should take to address the issue?

A. Adjust the dates in the project plan to account for the additional requirements and communicate the new timeline.

B. Add development resources to the project team to build out the additional requirements.

C. Adjustthe project scope to accommodate new requirements and continue with the original project schedule

D. Document the requirements gap and communicate development options to the project team

ANSWER: D

Explanation:

Document the requirements gap and communicate development options to the project team is the appropriate first step because the newly identified requirements represent a change to the agreed project baseline. Before the consultant alters dates, commits additional resources, or changes the scope, the team needs a clear, documented understanding of what is missing, why it is needed, and its likely effect on effort, cost, delivery dates, dependencies, and risks. This creates the factual basis for a controlled decision rather than an assumption that the project must absorb the work.

In a fixed-budget, fixed-timeline implementation, the consultant should use the requirements-gap documentation to facilitate a discussion of feasible alternatives, such as prioritizing essential capabilities, deferring lower-priority work to a later release, identifying configuration-based approaches, or obtaining approval for revised budget and schedule commitments. The project sponsor and relevant stakeholders can then make an informed scope and governance decision through the project's change-control process. Salesforce's implementation guidance emphasizes defining requirements and aligning stakeholders around a shared plan, while change-management practices require evaluating and approving impacts before implementing changes. See [Salesforce Trailhead: Manage Your Salesforce Project] and [PMI: Effective Change Control for Project Success].

QUESTION NO: 12

A Contact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty.

Which measure can satisfy this requirement?

A. Customer Satisfaction

B. Customer Engagement Score

C. Net Promoter Score

D. Service-Level Measure

ANSWER: C

Explanation:

Net Promoter Score is the appropriate measure because it is designed specifically to assess customer loyalty through a customer's willingness to recommend a company, product, or service to others. It is commonly collected with a question such as, "How likely are you to recommend us to a friend or colleague?" using a zero-to-ten scale. Respondents are grouped as promoters, passives, or detractors, and the score is calculated by subtracting the percentage of detractors from the percentage of promoters. This produces a concise loyalty indicator that a Contact Center Manager can trend over time and use to evaluate the effect of a customer care program on advocacy and long-term customer relationships. Salesforce describes Net Promoter Score as a customer-loyalty metric based on the likelihood of recommendation, making it well suited to this stated objective. The score can also support follow-up actions, such as understanding the experiences that create promoters and addressing the service issues reported by detractors. See Salesforce's overview of Net Promoter Score and its guidance on customer loyalty.

QUESTION NO: 13

An outsourced contact center islosing part-time agents to a nearby contact center that promotes flexible scheduling. Which method can be used to improve agent retention? Choose 2 answers:

A. Mix telephony interactions with email and chat

B. Extend benefits to part-time agents

C. Provideadditional training on tools and process

D. Allow shift trading between agents

ANSWER: B D

Explanation:

Extending benefits to part-time agents can improve retention by making the overall employment offering more valuable and equitable for agents who may otherwise have fewer employer-provided protections and incentives. Benefits contribute to employees' perception that the organization is investing in their wellbeing, which supports satisfaction and commitment over time. Allowing shift trading between agents directly addresses the stated retention issue: agents are leaving for greater scheduling flexibility. A controlled shift-trading process lets agents accommodate personal obligations while maintaining required coverage, rather than forcing them to choose between their schedules and continued employment. Together, these practices improve the employee experience through both meaningful compensation-related support and practical control over working hours. Salesforce's service operations guidance emphasizes that engaged, supported service teams are central to consistently delivering quality customer service, while workforce-management capabilities help organizations align staffing with scheduling needs. For additional context, see Salesforce's Customer Service overview and Omni-Channel documentation.

QUESTION NO: 14

UC is creating an inbound customer support contact center to handle questions about using its products. What should be considered when designing the contact center?

A. Automatic call distributor and interactive voice response

B. Workforce management and customer satisfaction score

C. Average handling time and first call resolution time

D. Agentskill-based routing and predictive dialer

ANSWER: A

Explanation:

Automatic call distributor and interactive voice response are foundational considerations for an inbound customer support contact center. An automatic call distributor (ACD) receives incoming calls, queues them, and distributes them to available agents according to the organization's routing configuration. This capability helps the center manage variable call volumes, reduce unnecessary transfers, and connect customers with the appropriate support resource. Interactive voice response (IVR) complements the ACD by greeting callers and presenting self-service or menu choices, such as selecting a product area, language, or issue type before the caller reaches an agent. Thoughtful IVR design can collect useful context and direct requests into the correct queue, creating a more efficient experience for both customers and support teams. In a Salesforce Service Cloud implementation, these telephony capabilities can be integrated with Service Cloud Voice so that voice interactions are routed and handled alongside other service work in the agent workspace. Salesforce documents how voice calls are routed through contact-center configurations and how IVR can provide self-service experiences before an agent interaction. See [Salesforce Help: Service Cloud Voice]() and [Salesforce Trailhead: Service Cloud Voice Basics]().

QUESTION NO: 15

The Service Manager at universal Containers manages three teams. Each team provides support for the specific product. Agents have concerns about seeing search results for other products when searching the knowledge base. The service manager originally provided the teams with full access to the articles.

Which solution will ensure each team sees only the relevant article type for their product?

A. Create an article action for each record type and assign them to each team based on their product specialization

B. Create a permission set for each record type and assign them to each team based on their product specialization

C. Create a page layout for each article type and assign them to each team based on their product specialization

D. Create a data category for each product and assign category visibility to each team based on its product specialization.

ANSWER: D

Explanation:

Create a data category for each product and assign category visibility to each team based on its product specialization. Salesforce Knowledge data categories provide a structured classification scheme for articles, such as a product hierarchy containing one category for each supported product. The administrator can classify every relevant article with its product's data category, then configure data category visibility so that the users who support a particular product can access only that category and its applicable descendants. In practice, this visibility is granted through the agents' profiles, permission sets, or permission set groups—not through an informal team label—so all members of a product-support team receive the same category access. Once visibility is restricted, Knowledge search respects those data category permissions: agents searching the knowledge base see articles classified in categories available to them, rather than articles for unrelated products. This approach addresses both article discovery and ongoing maintenance, because newly published articles inherit the appropriate audience restriction when they are categorized correctly. Salesforce documents how data categories organize Knowledge content and how category visibility controls which categorized articles users can access in [Data Categories for Salesforce Knowledge]() and [Set Data Category Visibility]().

QUESTION NO: 16

Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers.

Which method should a consultant recommend for importing thisdata into universal containers service cloud instance

A. Bulk Data Transfer API

B. Java Language Specific Toolkit

C. Data Integration via SOAP API

D. Cloud-to-Cloud Integration Toolkit

ANSWER: A

Explanation:

Bulk Data Transfer API is the appropriate method because the organization is loading several thousand customer records into an existing Salesforce Service Cloud org. Salesforce Bulk APIs are designed for high-volume, asynchronous data operations, allowing records to be submitted in batches rather than requiring an individual synchronous request for each record. This approach is well suited to an initial migration or onboarding load, where throughput, resilience, and efficient processing matter more than an immediate response for every record.

A consultant can prepare the customer data in the required format, map the source fields to Salesforce objects and fields, and use bulk processing to insert or upsert the records. Upsert is particularly useful when an external identifier is available, because it can create records that do not yet exist while updating records that already match the external ID. Bulk processing also supplies job-level status and result information, enabling the migration team to identify successful records and resolve row-level errors after processing. Salesforce documents Bulk API 2.0 as its REST-based API for loading or deleting large data volumes, with automatic batching handled by the platform. See Salesforce Bulk API and Bulk API 2.0 documentation and Bulk API 2.0 upsert documentation.

QUESTION NO: 17

Universal Containers is implementing acall center using CTI (Computer-telephony integration).

Which three items, at a minimum, must be implemented and deployed to ensure success?

Choose 3 answers

A. Configure call center definition

B. Deploy Call Center Directory

C. Install CTI adapterusing open CTI

D. Configure IVR auto response

E. Assign users to a call center

ANSWER: A C E

Explanation:

A Salesforce CTI deployment requires a call center definition, a CTI adapter, and user assignment. **Configure call center definition** is required because the call center record holds the configuration Salesforce uses to identify the telephony integration and make it available in the application. This definition is typically supplied through the adapter provider's call center definition file or configured as part of the integration setup.

Install CTI adapterusing open CTI is required because the adapter provides the connection between Salesforce and the telephone system. With Open CTI, the adapter is commonly delivered as a managed package or other provider implementation and uses the Open CTI JavaScript API to support functions such as screen pops, click-to-dial, call control, and call-related record handling in the Salesforce softphone.

Assign users to a call center completes the minimum deployment by enabling the configured call center for the agents who need to use it. A call center definition alone does not give agents access; users must be added to that call center so the CTI integration can load for them. Salesforce documents both creating or importing call center definitions and assigning call center users as core setup activities. See Salesforce Call Center Administration and Salesforce Open CTI Developer Guide.

QUESTION NO: 18

Universal Containers is implementing Salesforce Knowledge for call center agents. The company needs to ensure that agents can contribute to the knowledge base to promote adoption. Which functionality supports these requirements?

A. Allow agents to create Knowledge articles when closing a case.

B. Require agents to create Knowledge articles when opening a case.

C. Add the Submit Feedback button to articles.

D. Add the Submit Feedback buttonon the Solutions tab.

ANSWER: A

Explanation:

Allow agents to create Knowledge articles when closing a case is the functionality that directly incorporates knowledge contribution into an agent's normal service workflow. A case often represents a newly identified issue or a confirmed resolution, so the point at which it is closed is an effective time to capture the solution as reusable organizational knowledge. Salesforce Knowledge supports creating articles from case-related workflows, allowing agents to use the information already documented on the case as the basis for a draft article. The article can then follow the organization's configured review and publication process, preserving content quality while making contribution convenient for frontline support staff. Embedding article creation in the Case experience reduces the effort required to document successful resolutions and helps turn repeated service interactions into searchable guidance for other agents and, where appropriate, customers. This approach supports both adoption of Knowledge and continuous growth of the knowledge base. See Salesforce's [Knowledge Basics]() learning module and the [Salesforce Knowledge documentation]() for details on configuring and using Knowledge.

QUESTION NO: 19

A Service Manager has recently implemented Salesforce Knowledge. Which three metrics should the Manager use to measure the success of the implementation? Choose 3 answers

A. Number of Chatter files attached to cases.

B. Number of published article views.

C. Number of articles associated to cases.

D. Number of content packs attached to cases.

E. Number of successful keyword searches.

ANSWER: B C E

Explanation:

Salesforce Knowledge success is measured by whether users can find, consume, and apply helpful content while resolving customer issues. **Number of published article views** measures content consumption and indicates whether knowledge is reaching its intended audience. This metric can help a manager identify which published articles are useful, visible, and actively used by agents or customers.

Number of articles associated to cases measures how often support staff apply knowledge in the case-resolution process. Associating an article with a case demonstrates that the content was relevant to a real customer issue and helps establish the operational value of the knowledge base.

Number of successful keyword searches measures findability. When users' searches return useful results, the knowledge structure, keywords, and article content are more likely supporting efficient self-service and agent productivity. Monitoring search activity also helps a manager understand how users seek information and maintain a searchable, effective knowledge base. Salesforce provides article-level reporting and usage information to support ongoing evaluation and improvement of Knowledge content. See Salesforce Help: Knowledge Article Reports and Salesforce Help: Search Salesforce Knowledge.

QUESTION NO: 20

Universal Containers is migrating from Classic Knowledge to Lightning Knowledge using the Lightning KnowledgeMigration Tool and noticed that none of the Article file attachments were migrated. How can a Consultant migrate the file attachments?

A. Upload the files as Documents, then relate them to the migrated Articles.

B. Use the Lightning Knowledge MigrationTool and choose 'include files'.

C. Use the Files Related List on each article to add files to your articles.

D. Post the Files to the Chatter Feed on each Article.

ANSWER: C

Explanation:

Use the Files Related List on each article to add files to your articles. The Lightning Knowledge Migration Tool migrates knowledge content and associated article data, but legacy article attachments are not automatically converted into Salesforce Files and linked to the resulting Lightning Knowledge articles. After the articles are available in Lightning Knowledge, files must be added as Salesforce Files through the article's Files related list. Doing so creates the appropriate file relationship to the article, allowing users with access to the article to find and preview or download its supporting content in the Lightning experience. A consultant should first inventory and prepare the legacy attachments, then upload each file to its corresponding migrated article using the Files related list. This approach uses the supported Lightning Knowledge file model rather than retaining the older attachment model. For larger attachment volumes, the same target outcome can be automated with supported Salesforce file and content-link APIs, but the Files related list is the standard administrator-facing method described by this answer. See Salesforce's Lightning Knowledge migration documentation and the Knowledge article files developer guide.

QUESTION NO: 21

Universal Containerswants customers to have the ability to log cases with structured data and route based on Urgency and Product Line.

How should aConsultant accomplish this?

A. Standard Email-to-Case with assignment rules

B. Lightning Email with web routing prioritization

C. Omni-Channel with prioritized queues

D. Standard Web-to-Case with assignment rules

ANSWER: D

Explanation:

Standard Web-to-Case with assignment rules is the appropriate solution because it lets Universal Containers publish an HTML case-submission form for customers. The generated Web-to-Case form can include standard and custom Case fields, allowing the organization to collect structured values such as Urgency and Product Line at the time a customer creates the case. Structured field values are essential because they can be evaluated consistently, unlike information embedded only in an email message body.

After the form submits a case, Case Assignment Rules can evaluate the submitted field values and assign the case to the appropriate user or queue. For example, assignment rule entries can use criteria based on the selected Urgency and Product Line values, with rule-entry order controlling which matching route is applied first. This combines customer self-service case intake with deterministic, maintainable routing logic. The Web-to-Case setup also supports configuring a default case origin and response settings as part of the generated form workflow.

Salesforce describes Web-to-Case form generation and deployment in its Web-to-Case documentation. See also the Salesforce case management Trailhead module for an overview of assignment rules and case routing.

QUESTION NO: 22

Universal Containers wants to maintain Service Level Agreements on its customer cases. Customers are provided different service levels based on their Services agreement. The VP ofCustomer Service wants to use Service Cloud to track and ensure senior management isalerted when cases have NOT completed certain stages.

Which Service Cloud feature should the Consultant recommend to address this requirement?

A. Salesforce Console

B. Entitlements and Milestones

C. Case Escalation

D. Case Assignment

ANSWER: B

Explanation:

Entitlements and Milestones is the appropriate Service Cloud capability because it is designed to model, track, and enforce customer-specific service-level agreements on cases. An entitlement defines the support a customer is eligible to receive, such as support terms tied to a service contract, account, contact, or asset. Entitlement processes can then apply different service timelines to cases according to the customer's level of service.

Milestones represent required, time-sensitive steps in that process, such as responding to a case, providing an update, or resolving it. Salesforce tracks each milestone's completion against the defined target time and can use milestone actions to notify stakeholders when time is approaching or has passed. This gives senior management visibility into cases that have not reached required stages within SLA commitments while allowing the organization to maintain distinct service levels for different customers.

Administrators can configure entitlement processes, business hours, milestone recurrence, warning actions, and violation actions so that SLA measurement reflects the organization's actual support commitments. Salesforce documentation describes entitlements as the mechanism for defining service levels and milestones as the steps that must be completed within those service levels. See Salesforce Entitlements Overview and Salesforce Milestones Documentation.

QUESTION NO: 23

Universal Containers is setting up a field service dispatchcontact center. Which functionality should be considered when designing the contact center? (Choose 2)

A. Chatter groups for customer

B. Mobile access to case information

C. Visibility into service entitlements

D. Predictive dialer for outbound calls

ANSWER: B C

Explanation:

Mobile access to case information is important because field-service work often begins with a customer service interaction and continues in the field. Providing case details on mobile devices lets mobile workers review the customer's reported issue, relevant history, status, and resolution information while away from a desk. This supports a connected handoff from the contact center to the field and helps technicians arrive with the context needed to perform the work efficiently. Salesforce Field Service is designed to make relevant work information available through its mobile experience, including service-related records associated with assigned work. See Salesforce Field Service Mobile documentation.

Visibility into service entitlements is also essential for a contact center handling field service. Entitlements define the level of support a customer is entitled to receive, such as coverage periods, service-level commitments, or the number of support incidents available. When agents can view entitlement information while assessing a case or arranging service, they can confirm the customer's coverage and apply the appropriate service process. Salesforce describes entitlements as a way to represent customer support terms and ensure that service is delivered according to those terms. See Salesforce Entitlement Management overview.

QUESTION NO: 24

Which system would a contact center integrate with in order to provide field service agents with information needed to provide service at customer sites?

A. Telephony

B. Order Fulfillment

C. Enterprise Resource Planning (ERP)

D. Marketing

ANSWER: B

Explanation:

Order Fulfillment is correct because field service work at a customer site frequently depends on the current status and details of the customer's order: what was purchased, whether it has shipped or been delivered, which products or components are associated with the request, and whether replacement parts or follow-up work are required. Integrating the contact center with an order-fulfillment system gives agents and dispatchers the operational information needed to create, update, and coordinate service work without relying on disconnected manual processes. This supports a more complete service history and helps ensure that technicians arrive with the right context for installation, repair, delivery-related, or replacement-related visits.

Salesforce Field Service is designed to manage work orders, service appointments, assigned resources, and the information mobile workers need while completing jobs. In practice, order data can supply important context to those field-service records and workflows, allowing service teams to align onsite work with the customer's fulfillment lifecycle. Salesforce describes Field Service as a solution for managing field-service work from work-order creation through mobile execution and completion. See [Salesforce Help: Field Service Overview] and [Salesforce Field Service].

QUESTION NO: 25

Universal containers would like to implement a solution to hold service reps accountable to customer service level Agreements. Which two steps are necessary to satisfy this requirement? Choose 2 answers

A. Set up Milestones.

B. Enable Work Orders.

C. Create an Entitlement Process.

D. Configure Service Contracts.

ANSWER: A C

Explanation:

Setting up Milestones and creating an Entitlement Process are the necessary configuration steps for enforcing and measuring service-level agreements in Service Cloud. An entitlement process defines the timeline and sequence of service commitments that apply to eligible cases, such as an initial response target followed by a resolution target. It also establishes the business-hours and time-calculation context used to measure those commitments.

Milestones are the specific, time-dependent service targets within that process. For example, a milestone can require a service representative to respond to a customer within a defined period or resolve a case by a deadline. Salesforce tracks each milestone's progress on the case and can trigger actions such as warning notifications, escalation actions, and status updates when a target is approaching or has been violated. This provides visible, auditable accountability for representatives and management while ensuring cases are handled according to the organization's service commitments.

Salesforce's Entitlement Management capabilities are designed specifically to apply these service commitments to support records and monitor whether milestone targets are met. See [Salesforce Trailhead: Entitlement Management] and [Salesforce Help: Entitlement Management].

QUESTION NO: 26

Customer Community to provide customers with a self-service option for support. Which two capabilities can the Customer Community provide to Universal Containers' customers? Choose 2 answers

A. Allows customers to customize their user interface

B. Allows customers the ability to collaborate

C. Allows customers to customize reports and dashboards

D. Allows customers to search a knowledge base.

ANSWER: B D

Explanation:

Customer Community, now part of Salesforce Experience Cloud terminology, is designed to give external customers a branded, secure self-service destination. “Allows customers the ability to collaborate” is a supported capability because community members can participate in collaboration experiences, such as engaging in discussions and sharing information with other members or support personnel when the appropriate community features are enabled. This helps customers obtain assistance from peers as well as from the organization’s service team.

“Allows customers to search a knowledge base.” is also fundamental to a self-service support implementation. Salesforce Knowledge articles can be surfaced in an Experience Cloud site, allowing customers to search for answers, view published support content, and resolve common issues without needing to open a case. Knowledge-based self-service reduces case volume while making vetted, consistent guidance available at any time. These capabilities align directly with the purpose of a customer-facing support community: connecting customers to useful information and enabling productive interactions around support needs. See Salesforce Trailhead’s Experience Cloud Basics and Knowledge Basics.

QUESTION NO: 27

Universal Containers' agents often need to access the same cases, contacts, and orders multiple times per day. What should a consultant recommend to meet this requirement?

A. Create a custom list view for cases, contacts, and orders and pin them to the side bar.

B. Enable the "Access Recent Items" user permission on the user profiles.

C. Enable the "History" component within the Salesforce Console for Service.

D. Embed a "Recent Items" Visualforce component into the Salesforce Console for Service.

ANSWER: C

Explanation:

Enable the "History" component within the Salesforce Console for Service. The console History component is designed to give agents quick access to records they have recently opened, creating a convenient record-navigation trail during the workday. Because the requirement applies across several record types—cases, contacts, and orders—the component is especially appropriate: it surfaces recently accessed records rather than requiring separate manually maintained views for each object. An agent can return to a previously handled customer, case, or order directly from the console workflow, reducing repeated searching and helping preserve context while handling multiple interactions. The component supports the core service-console goal of minimizing navigation overhead for high-volume agents who regularly move among related records. Salesforce’s console documentation describes the available console components and how they support efficient agent navigation, while Trailhead explains how console apps provide tools and contextual workspace features for service users. See Salesforce Help: Set Up Console Components and Trailhead: Service Console Basics.

QUESTION NO: 28

The Support Manager at UniversalContainers wants to improve visibility to cases across the organization and has decided that Product Managers should be more involved in the case management process. The Support Manager has created predefined case teams for each product and trained Support Agents to add the appropriate case team to each case. Which two solutions will allow Product Managers to quickly see and review the cases that are created for their products? Choose 2 answers

A. Create a casequeue for all created or updated cases.

B. Create a case report that displays all created or updated cases.

C. Create an email alert notification for Case Teams.

D. Create a case list view that is filtered by My Case Teams.

ANSWER: C D

Explanation:

Creating an email alert notification for Case Teams allows the Product Managers assigned through the predefined case team to receive timely notification when relevant case activity occurs. Because the appropriate product-specific team is added to each case, the notification can reach the people responsible for that product without requiring agents to identify individual recipients every time. This gives Product Managers immediate awareness of cases requiring their review.

Creating a case list view filtered by My Case Teams gives Product Managers an efficient, ongoing workspace for reviewing the cases to which they have access through case-team membership. The filter dynamically shows cases associated with teams that include the current user, so each Product Manager can focus on the cases for their own products rather than searching the entire case population. Together, team-based notifications and a personalized case-team list view provide both proactive awareness and an accessible review queue. Salesforce case teams are designed to provide case access and collaboration for users with distinct roles on a case. See Salesforce Help: Case Teams and Trailhead: Create Case Teams.

QUESTION NO: 29

Which Statement is true regarding Salesforce Chatter Answers? Choose 3 answers

A. Answers can be exposed to partner portal users

B. External users can subscribe to Answers

C. Escalate a question to a case

D. Knowledge articles can be created from Answers

E. Select best answers for questions.

ANSWER: C D E

Explanation:

Chatter Answers supports a service-community workflow in which questions submitted by users can be acted on by support staff and the community. “Escalate a question to a case” is correct because moderators or agents can escalate an unanswered or support-related question, creating a Salesforce case so it can enter the organization’s established case-management process, including assignment and service tracking. “Knowledge articles can be created from Answers” is also correct: useful community-provided answers can be captured as Salesforce Knowledge content, allowing the organization to turn a resolved discussion into reusable, searchable self-service material. Finally, “Select best answers for questions.” is a core Chatter Answers capability. A question asker or an authorized moderator can identify the response that resolved the question, making the most helpful resolution prominent for other users who encounter the same issue. Together, these capabilities connect peer-to-peer question resolution with formal support and knowledge-management processes. Chatter Answers is a legacy Salesforce feature, so administrators evaluating an existing implementation should also consider Salesforce’s current Experience Cloud and Knowledge capabilities when planning future self-service experiences. See Salesforce’s Chatter Answers overview and the Salesforce Knowledge overview.

QUESTION NO: 30

Open CTI allows Advanced Administrators and Developers to embed call controlsin an HTML area that can be placed within Salesforce to control the telephony system

What are the two common places to embed these call controls?

Choose 2 answers

A. On the left sidebar of Salesforce Classic

B. On a new tab in the agent's browser

C. In the footer of the Salesforce Console

D. On the Highlights Panel of a Primary tab

ANSWER: A C

Explanation:

Open CTI presents a telephony provider's softphone and call-control interface directly in Salesforce, so agents can make, receive, hold, transfer, and otherwise manage calls without working in a separate browser window. In Salesforce Classic, the standard and commonly used placement is the left sidebar, where the softphone is persistently available while users navigate records. For console-based workspaces, the equivalent common placement is the console footer area. This provides a persistent location for telephony controls while agents work across multiple primary and subtabs, helping preserve call context throughout a service interaction. In Lightning console applications, this persistent workspace behavior is implemented through the utility bar; however, "footer" is the terminology commonly used by older Salesforce Console/Open CTI documentation and exam materials. These two placements reflect the supported embedded-softphone patterns for the respective Salesforce user interfaces. Open CTI also provides JavaScript APIs that allow the embedded softphone to interact with Salesforce, including screen pops and call lifecycle events. See Salesforce's Open CTI overview and its Open CTI introduction.

QUESTION NO: 31

A contact center manager wants to measure the impact of a new customer care program. What can be used to measure an increase in customer satisfaction? Choose 2 answers.

A. Service level agreement

B. First call resolution

C. Average handle time

D. Customer satisfaction survey

ANSWER: B D

Explanation:

First call resolution is a meaningful customer-satisfaction metric because it measures whether a customer's issue is resolved during the initial interaction. Customers generally have a better service experience when they do not need to make repeat contacts, repeat information, or wait for additional follow-up. Tracking this measure before and after implementation of the customer care program can therefore show whether the program is improving the ease and effectiveness of support.

Customer satisfaction survey directly captures customers' perceptions of their support experience. A survey can ask customers to rate satisfaction after a case is closed or an interaction ends, producing a customer-reported measure that can be compared across time periods. Salesforce supports collecting feedback through survey invitations and analyzing survey responses, enabling a contact center to quantify changes in satisfaction following the program launch. Salesforce's Service Cloud guidance also identifies customer satisfaction and resolution-focused metrics as important measures of service performance. See Salesforce Surveys Overview and Salesforce Trailhead: Measure Service Success.

QUESTION NO: 32

Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers.

Which method should a consultant recommend for importing this data into universal containers service cloud instance

A. Bulk API

B. Java Language Specific Toolkit

C. Data Integration via SOAP API

D. Cloud-to-Cloud Integration Toolkit

ANSWER: A

Explanation:

Bulk API is the appropriate method for importing several thousand customer records into the existing Service Cloud org. Salesforce designed Bulk API for loading or deleting large data volumes asynchronously. A client submits records in a job, Salesforce processes the work in the background, and the client can monitor job and batch results rather than keeping a synchronous request open. This model is well suited to a division onboarding project, where records such as Accounts, Contacts, Cases, and related custom objects may need to be inserted or updated efficiently.

Bulk API also supports CSV-based data loads and provides detailed success and error results, allowing the implementation team to identify rejected rows, correct data-quality issues, and reprocess only the necessary records. For a one-time or staged migration involving thousands of customers, this reduces integration overhead and avoids the request-duration constraints associated with synchronous processing. The consultant should plan record relationships, external IDs for upserts where applicable, data cleansing, and post-load validation before running the import. Salesforce documents Bulk API as its asynchronous REST-based interface for loading and deleting large numbers of records. See the Salesforce Bulk API Developer Guide and the Salesforce Trailhead Bulk API overview.

QUESTION NO: 33

Which two advantages does Salesforce provide with the OpenCTI framework? Choose 2 answers

A. Agents can use telephony on a wide range of browsers and operating systems while only developing once.

B. Developers can embed API calls and processes on web pages to automate call handling processes.

C. Developers can integrate with any telephony platform available with little to no need for customization.

D. Agents can run their SoftPhone at the operating system level, embedded in the task bar or system tray.

ANSWER: A B

Explanation:

Open CTI provides a browser-based JavaScript API that enables a telephony vendor's softphone or call-control user interface to be embedded directly within Salesforce. Because the integration is built as a web application using standard web technologies, agents can use telephony across supported browsers and operating systems without requiring a separately installed desktop softphone for each environment. This supports the "develop once" benefit: the same web-based integration can be delivered through Salesforce wherever the supported Lightning experience is available.

Open CTI also enables developers to invoke Salesforce functionality and incorporate their own logic during telephony events. For example, JavaScript can react when a call starts, ends, or is transferred; identify or create records; screen-pop the relevant customer record; and automate steps in the agent workflow. The framework's API methods allow the embedded softphone and Salesforce page to exchange information, making call handling more efficient and consistent for agents.

Salesforce describes Open CTI as a JavaScript API for building browser-based CTI integrations and documents the available call-center and softphone integration capabilities in the Open CTI Developer Guide. Additional implementation guidance is available in Salesforce's Open CTI documentation.

QUESTION NO: 34

Which application will allow a client to enable Ideas on a public website?

A. Partner portal

B. Self-service portal

C. Sites

D. Customer portal

ANSWER: C

Explanation:

Sites is correct because Salesforce Sites is designed to expose selected Salesforce functionality and data through a publicly available website, including pages that unauthenticated visitors can access. For an Ideas implementation, a Site can provide the public-facing entry point where visitors view idea content and, where configured, participate through the appropriate Ideas pages and permissions. The organization can associate a custom domain with the Site, control which Visualforce pages are exposed, and use the Site's guest-user access model to make the experience available outside the authenticated Salesforce environment. This directly addresses the requirement for a public website rather than an internal application experience. Salesforce describes Sites as a way to create and host public websites directly on the Salesforce platform, using Salesforce data and platform capabilities. Access configuration remains important: administrators must explicitly expose the required pages and grant only the necessary object, field, and record access to the Site guest user. See Salesforce's Salesforce Sites developer documentation and the Salesforce Sites overview for details on publishing public-facing Salesforce content.

QUESTION NO: 35

Universal Containers has four internal divisions that use Salesforce Knowledge. Compliance requirements mandate that each division should only have access to its own articles when performing a search. Which solution should a consultant recommend to meet this requirement?

A. Create separate data category groups for each division and grant the applicable data category visibility through profiles or permission sets.

B. Create a sharing rule for each division to provide access using the role hierarchy.

C. Create a sharing rule for each division to provide access based on criteria of the article.

D. Create a single data category group for each division and provide access using the role hierarchy.

ANSWER: A

Explanation:

Create separate data category groups for each division and grant the applicable data category visibility through profiles or permission sets. Salesforce Knowledge uses data categories to classify articles and, importantly, to control which articles users can see in searches. The consultant can create a category group for each internal division, assign each article to the appropriate division's category, and configure users' profiles or permission sets with visibility only to that division's category group. As a result, users search only within the articles for which they have category visibility, meeting the requirement to segregate knowledge content by division.

Data category visibility can be configured as *All Categories*, *None*, or *Custom*. Using Custom visibility lets the administrator grant access to the specific category group or categories required for each division while withholding access to the others. This model is designed for Knowledge article classification and search access, and it can be maintained centrally as divisions, article topics, or user access needs evolve. Salesforce documents the use of data categories and category visibility for controlling access to Knowledge content in its Knowledge data categories documentation and data category visibility guidance.

QUESTION NO: 36

UC has a telemarketing contact center with agents who cold-call prospects and follow-up on prospectsthat have been routed to them. Which metric should UC consider when designing the contact center? Choose 2 answers.

A. Number of outbound calls per day

B. Number of closed cases

C. Number of lead referrals

D. Number of attempts to contact

ANSWER: A D

Explanation:

Number of outbound calls per day is a core demand and capacity metric for a telemarketing operation. It establishes the expected daily workload and helps UC determine the agent capacity, calling-process design, routing requirements, and reporting needed to support proactive outreach. Because the center's work consists of cold calls and follow-up activity rather than primarily responding to inbound service requests, outbound calling volume is especially relevant to its design.

Number of attempts to contact is also essential because prospects often require repeated outreach before a conversation occurs. This metric measures the effort associated with each prospect, supports realistic workload forecasting, and helps managers define follow-up cadences and monitor whether routed prospects receive timely attention. Taken together, daily call volume and contact-attempt volume give UC a meaningful view of both total activity and the persistence required to reach its target audience. Salesforce supports tracking outreach activity through records such as tasks and logged calls, while Salesforce reporting can summarize those activities for operational monitoring. See Salesforce's activity management documentation and reports and dashboards documentation for related platform capabilities.

QUESTION NO: 37

Universal container support manager wants to share product specific information with their customersusing communities. Choose 3 Answers

A. Publish articles to external channels

B. Assign article types to the communities

C. Enable public solutions.

D. Configure content library permissions

E. Enable article deliveries

ANSWER: A B C

Explanation:

Publishing articles to external channels makes Salesforce Knowledge content available beyond internal Salesforce users. In the context of a customer community, support staff can publish approved product information through a customer-facing channel so authenticated customers can find it through Knowledge search, topic navigation, and Knowledge components. This maintains the Knowledge publishing lifecycle while exposing only information intended for external audiences.

Assigning article types to the communities lets the organization control which structured categories of product information are presented in each community. Article types can represent distinct kinds of content, such as product specifications, installation guidance, or troubleshooting information. Associating the relevant types with a community keeps the customer self-service experience focused on the product information that applies to that audience.

Enabling public solutions supports sharing solution records with customers in the legacy Solutions feature. Public solutions are intended for externally visible, reusable answers and can be surfaced for customer self-service. This is appropriate when the organization maintains product support content as Solutions rather than exclusively as Salesforce Knowledge articles. Salesforce recommends Knowledge for modern knowledge management, but public solutions remain applicable to exam scenarios using the Solutions feature. See Salesforce's Knowledge Basics and Solutions overview.

QUESTION NO: 38

UC's support team requires its customers tosubmit their support inquiriesvia free form email (Outlook, Gmail, Yahoo, etc.). Additional requirements are listed below:

Support attachments up to 20MB per inquiry

Over 10,000 inquiries per day

Which solution should a consultant recommend to meet these requirements?

A. Email-to-Case

B. Web-to-Case

C. On-Demand Email-to-Case

D. Customer Chatter groups

ANSWER: A

Explanation:

Email-to-Case is the appropriate recommendation when the organization must accept cases from ordinary customer email clients, include attachments as large as 20 MB, and support very high daily email volume. In an Email-to-Case implementation, the Email-to-Case agent receives messages at the organization's email address and creates Salesforce cases from them. This approach is intended for higher-volume processing and gives the organization control over the mail infrastructure and agent deployment. Salesforce supports inbound Email-to-Case messages, including attachments, up to the platform's inbound-email size limits, so a 20 MB attachment requirement fits within the supported maximum email size of 25 MB. For a volume requirement at or above 10,000 inquiries per day, the consultant should plan the Email-to-Case agent capacity and confirm the organization's applicable processing allocation with Salesforce, since actual throughput depends on the configured architecture and org limits. Salesforce's Email-to-Case overview describes the agent-based architecture and setup considerations, while the limits reference identifies the applicable email and feature limits. See Salesforce Email-to-Case documentation and the Salesforce Limits Quick Reference.

QUESTION NO: 39

Universal Containers had tech support and general customer teams that use unique service console applications.

Which two configuration should a consultant use when deploying the console?

A. Assign user to public group with access to the service console app

B. Assign users a permission set with access to the service console app

C. Assign users a sharing rule with access to the service console app

D. Assign users a profile with access to the service console app

ANSWER: B D

Explanation:

Access to a Lightning service console application is granted through user-assignment mechanisms: profiles and permission sets. Assigning users a profile with access to the service console app is appropriate because a profile can make a Lightning app available to all users assigned that profile. This is useful when the tech support and general customer teams have distinct baseline job functions and should be given access to their respective console applications as part of their standard configuration.

Assigning users a permission set with access to the service console app is also appropriate. Permission sets provide a flexible way to grant access to a particular app without changing a user's baseline profile. A consultant can use permission sets to provide the required console app access to selected users, including users who need additional access beyond that delivered by their profile. Salesforce recommends using permission sets and permission set groups to extend access as needed while keeping profile configuration focused on baseline access.

When configuring Lightning apps, administrators control app visibility by assigning the app to profiles and, where applicable, permission sets. This supports separate console experiences for different service teams while ensuring each user can open the appropriate console from the App Launcher. See Salesforce's Customize a Lightning App and User Permissions and Access.

QUESTION NO: 40

Which technology will allow a client to enable ideas on a public website? There are two correct answers.

A. Force.com Sites

B. Customer portalPartner portal

C. Self-service portal

D. Partner portal

E. Force.com Web Services API

ANSWER: A E

Explanation:

Force.com Sites is appropriate because it allows an organization to expose selected Salesforce functionality and data through a publicly accessible, unauthenticated website. A custom Visualforce-based site can present Ideas content publicly, including idea lists, details, and submission capabilities where the site's configuration and guest-user permissions permit it. This makes Sites the Salesforce-native option for delivering an Ideas experience directly on a public-facing web domain.

Force.com Web Services API also supports this requirement when the public website is built outside Salesforce. An external web application can use the Salesforce API to read and create Idea records, subject to the integration user's authentication, object permissions, sharing, and field-level security. The external application supplies its own public user interface while Salesforce remains the system of record for the ideas. This approach is particularly useful when the client needs custom web technology, branding, or a non-Visualforce public site while still integrating idea data with Salesforce.

Salesforce's Sites capabilities are introduced in Salesforce Trailhead: Get Started with Salesforce Sites, and the Idea object's API support is documented in the Salesforce SOAP API Developer Guide.

QUESTION NO: 41

Support process: escalation queue if not responded in 2 hours within business hours until marked Urgent which requires 24/7 resolution.

A. Workflow rule

B. Validation rules on case process field

C. Escalation rule to ignore business hours based on case criteria

ANSWER: C

Explanation:

Escalation rule to ignore business hours based on case criteria is the appropriate solution because Case Escalation Rules are designed to monitor open cases against elapsed time and automatically perform escalation actions, such as routing a case to an escalation queue or notifying users. The initial escalation can be configured to respect the organization's defined business hours, so the two-hour response target is measured only while support is open. The escalation design can then use case criteria identifying an Urgent case and apply a 24/7 escalation schedule rather than continuing to count only business hours. This supports different service expectations as the case's severity changes, without requiring an agent to manually calculate elapsed support time or route the case. Configure the applicable business-hours records first, then define the escalation criteria and actions so the time-sensitive routing behavior is consistently enforced for qualifying cases. Salesforce documents that escalation rules automatically escalate cases according to criteria and time thresholds, and that Business Hours define the operating times used by service processes. See Salesforce Help: Set Up Escalation Rules and Salesforce Help: Set Business Hours.

QUESTION NO: 42

When Service Reps view a Case, they often need to see the Case History of other Cases for that same Account. How should a Consultant configure the Lighting Service Console to support this requirement?

A. Account tabs and Cases tab

B. Case tabs with Account subtabs

C. Account tab with Cases related list

D. Account tabs with Case Subtabs

ANSWER: C

Explanation:

Account tab with Cases related list is the appropriate configuration because Cases are related to Accounts through the standard Account relationship. Opening the Account record gives a service representative a consolidated customer-level workspace, and the Cases related list displays the other case records associated with that same Account. From that list, the representative can identify relevant prior or active cases and open an individual case in the console as needed to review its details and history. This supports the service-console objective of keeping related customer context easily available without requiring the representative to search separately for the Account's cases.

The Account record page should include the standard Cases related list, with useful list columns and actions configured for the support team's workflow. In a Lightning console app, records opened from a related list can be handled in the console workspace, helping agents maintain context while they investigate related issues. Salesforce describes how to customize a Lightning service console and expose the information agents need in the workspace in its Customize the Service Console Trailhead module. The underlying Account-to-Case relationship is also covered in Salesforce's Define Object Relationships documentation.

QUESTION NO: 43

A contact center manager needs to restrict who can create a FAQ Article Type within Knowledge.

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

A. Hide the Article Management tab for users who should have read-only access to articles.

B. Set the organization-wide default to private and create sharing rules for the FAQ article type

C. Enable the Manage Articles permission for the publisher profile and assign it to users

D. Create a publisher profile that includes create access on the FAQ article type.

ANSWER: C D

Explanation:

Creating Knowledge content requires both a user-level Knowledge authoring permission and access to the specific article type. Enable the *Manage Articles* permission for the publisher profile and assign it to users because this grants the Knowledge-author capabilities needed to create and manage articles. This permission should be granted only through the profile or permission set assigned to designated publishers, allowing the contact center manager to limit article creation to that group.

The publisher profile must also include Create access on the FAQ article type. In the article-type model, permissions can be configured independently for each article type, so granting Create access for FAQ makes that type available for creation by the authorized publishers. Together, the authoring permission and article-type Create access provide the intended restriction: only users assigned the publisher profile can create FAQ articles. Salesforce's Knowledge setup guidance describes assigning author permissions and configuring access for Knowledge content, while Salesforce's profile guidance explains how profiles control users' functional permissions and object-level access. See Salesforce Knowledge setup documentation and Salesforce profile documentation.

QUESTION NO: 44

How is the hash mark (e.g., #salesforce) usedin chatter?

A. Ties the Chatter message to a topic

B. Indicates a clickable URLhyperlink

C. Indicates the name of a group in which to place the Chatter message

D. Links the Chatter message to Twitter

ANSWER: A

Explanation:

The correct answer is **"Ties the Chatter message to a topic."** In Salesforce Chatter, adding a hash mark directly before a word or phrase creates a topic, such as `#salesforce`. Topics categorize conversations and make related posts easier to discover across Chatter. When users select a topic, they can view a topic page containing posts that use that same hashtag, helping teams follow discussions about a product, project, customer issue, or other shared subject.

Topics provide a lightweight way to organize collaboration without requiring users to place every discussion in a particular group. They also support search and discovery: a user looking for information on a subject can search for, follow, or navigate to the relevant topic and find Chatter posts associated with it. The hashtag is therefore metadata for the Chatter post's subject matter, not a command for creating a hyperlink, choosing a group, or sending content externally. Salesforce documents that Chatter topics let users organize and find information by adding hashtags to posts. See Salesforce Help: Chatter Topics and Salesforce Trailhead: Chatter Basics.

QUESTION NO: 45

Which two capabilities of Salesforce Knowledge ensure accurate content inArticles?

Choose 2 answers

A. Data Category to assign an Article Type to a Reviewer

B. Validation Rules for Article Types to verify all fields during creation

C. Knowledge Action to Publish an Article once the Article is approved

D. Approval Process thatassigns an Article to a Reviewer Queue

ANSWER: B D

Explanation:

Validation Rules for Article Types to verify all fields during creation helps ensure that knowledge articles meet defined content-quality requirements before they can be saved or advanced through the publishing process. Administrators can require key fields, enforce consistent data formats, and apply conditional requirements based on the article's content. This prevents incomplete or improperly structured information from becoming available to users.

Approval Process thatassigns an Article to a Reviewer Queue provides a controlled review workflow for articles. By routing a submitted article to a queue of designated reviewers, the organization ensures that qualified subject-matter reviewers can check the article's technical accuracy, clarity, completeness, and suitability before approval. Queue-based assignment also supports shared ownership of the review workload and prevents review from depending on a single individual. Together, field-level validation and formal reviewer approval establish quality controls at both authoring and review stages. Salesforce documents validation rules as a way to enforce data-quality requirements in records, and its approval-process guidance describes routing records for approval and using queues where appropriate. See Salesforce Trailhead: Validation Rules and Salesforce Trailhead: Approval Processes.

QUESTION NO: 46

Universal Containers (UC) hired in an expansion of the contact center. Getting agents up to speed and fully productive is a priority UC implemented a standardize agent-customer dialog to assist agents.

Which two features should a consultant integrate into the Service Console? Choose 2 answers

A. Lightning Process Builder

B. Interaction Log

C. Lightning Flow for Service

D. Path for Cases

ANSWER: B C

Explanation:

Interaction Log and **Lightning Flow for Service** support a standardized agent-customer dialog while helping newly hired agents become productive quickly in the Service Console. Interaction Log gives agents a structured way to capture the details of an interaction, including notes and related activities, as they work. This promotes consistent documentation and preserves a useful record of the customer conversation for subsequent agents or follow-up work.

Lightning Flow for Service lets an administrator embed guided flows in the console. A flow can present agents with a repeatable sequence of questions, instructions, decisions, and data-entry steps based on the customer's responses. This provides the desired dialogue framework without requiring agents to memorize every process step. Flows can also use information from the current case or customer record, so the guidance remains relevant to the interaction being handled. Together, these capabilities standardize both the agent's conversation process and the information captured from that conversation. See Salesforce's Interaction Log documentation and Flow documentation for implementation guidance.

QUESTION NO: 47

Using standard case management capabilities, what can be emailed to a customer as a PDFattachment?

A. Articles appearing in the Knowledge sidebar

B. Products and assets associated to the case

C. Knowledge articles attached to the case

D. Contract details related to the entitlement

ANSWER: A

Explanation:

Articles appearing in the Knowledge sidebar can be emailed to a customer as a PDF attachment through the standard Salesforce Knowledge workflow available to support agents working a case. When an agent searches for and opens a relevant published knowledge article from the sidebar, Salesforce provides an email action that creates a customer-facing email and includes the selected article in PDF form. This lets the agent provide a durable, readable copy of the troubleshooting steps, policy, or other approved support content while retaining the case context for the interaction.

This capability is designed for case resolution: the agent identifies authoritative content in Knowledge, then shares that content directly with the customer without needing a custom PDF-generation solution. Access to the article and the availability of the action remain subject to the organization's Knowledge configuration, article publication and visibility settings, and the agent's permissions. Salesforce describes Knowledge as a centralized source of support information that agents can find and use while servicing customers; its case-service workflow includes sharing relevant article content with customers. See Salesforce Trailhead's Salesforce Knowledge Basics and Salesforce Help's Salesforce Knowledge overview.

QUESTION NO: 48

UC has completed development and testing of its Service Cloud implementation and plans to migrate functionality from the sandbox environment to the production environment. What should be used for migration functionality?

A. Data loader, change sets, and Force.com Excel Connector

B. Force.com migration tool, Force.com IDE, and change sets

C. Visual Workflow, data loader, and Force.com IDE

D. Mass Transfer Records, change sets, and Force.com migration tool

ANSWER: B

Explanation:

Force.com migration tool, Force.com IDE, and change sets is correct because these are metadata deployment mechanisms designed to move configured Salesforce functionality between environments. Service Cloud implementations commonly include metadata such as custom objects, fields, page layouts, workflows, approval processes, Apex classes, Visualforce pages, and other setup components. Change sets provide a point-and-click method for deploying supported metadata between connected Salesforce organizations, including a sandbox and its associated production organization. The Force.com Migration Tool supports repeatable, script-driven metadata retrieval and deployment through the Metadata API, which is particularly useful for controlled releases and deployment automation. The Force.com IDE was a legacy Eclipse-based tool that also supported metadata development and deployment; it is therefore appropriate in the context of this legacy exam question. Salesforce's current strategic tooling has evolved toward Salesforce CLI and source-driven development, but the core principle remains that functionality is migrated as metadata rather than as record data. See Salesforce's developer tools overview and the Metadata API Developer Guide.

QUESTION NO: 49

Universal containers contact center is experiencing increased call volumes due to a growing product portfolio.What is the recommended strategy to allow the contact center to handle the increased customer inquiries more efficiently? (choose 1 answer)

A. Hire contact center representatives that specialize in each of the product categories.

B. Make contact center representatives accessible 24/7 to distribute the call volume.

C. Redirect users from the company site to social media forums about the products.

D. Make knowledge base articles and community answers accessible on its website.

ANSWER: D

Explanation:

Making knowledge base articles and community answers accessible on the company website is the recommended strategy because it expands self-service support as the product portfolio and inquiry volume grow. Salesforce Knowledge lets an organization create, organize, publish, and maintain trusted articles that address common questions, product usage, troubleshooting, and known issues. When customers can find clear answers through search and browse experiences before opening a case or placing a call, many routine requests are resolved without agent involvement. This reduces avoidable contact volume while allowing representatives to focus on complex, sensitive, or high-value issues that genuinely require assisted support.

Published knowledge can be surfaced in an Experience Cloud site, and community content can enable customers to learn from answered questions and shared solutions. A strong self-service experience should use relevant article categorization, search-friendly titles, approved content, and regular review based on case trends and search terms. These practices make support more scalable without requiring staffing levels to increase at the same rate as inquiries. Salesforce describes the Knowledge capabilities and article lifecycle in its Salesforce Knowledge overview; the self-service role of an Experience Cloud site is also covered in the Experience Cloud self-service Trailhead module.

QUESTION NO: 50

A case has not been closed even after 30 days, but those cases canbe closed in 7 days. What should the consultant do toovercome this? choose 2 options

A. Use auto response rule to send an email

B. Use escalation rule to send an email

C. Supervisors to investigate those cases

D. Identify those cases and assign to the closure team

ANSWER: B D

Explanation:

“Use escalation rule to send an email” is appropriate because escalation rules can evaluate how long a case has remained open and automatically execute escalation actions when the configured age threshold is reached. Configuring an action at seven days creates a timely notification to the people responsible for resolving or monitoring overdue work, rather than allowing cases to remain unaddressed for 30 days. Escalation rules are designed specifically for cases that are not resolved within an organization’s defined service timeframe and can include email notifications as part of the action.

“Identify those cases and assign to the closure team” is also appropriate because a dedicated team can take ownership of cases that have exceeded the expected resolution period and complete the required closure activities. In practice, this can be supported by escalation actions that reassign the case owner to an appropriate queue or user, ensuring accountability is transferred to the team best positioned to resolve the backlog. Combining an automated seven-day notification with clear assignment to a closure team supports a repeatable process for meeting the intended case-resolution target. See Salesforce’s Escalation Rules documentation and the Service Cloud case escalation Trailhead unit.

QUESTION NO: 51

Which support channel requires the smallest amount of agent work time?

A. Web to case

B. Email to case

C. Webself service

D. Chat

ANSWER: C

Explanation:

Webself service requires the smallest amount of agent work time because it is designed to let customers resolve issues independently, before a support agent needs to become involved. A self-service experience can present searchable knowledge articles, frequently asked questions, guided information, and community-based answers directly to customers. When customers find a solution on their own, no case needs to be worked by an agent, which reduces both handling time and overall case volume. Salesforce Knowledge is a core enabler of this model: organizations can publish approved support content for customers to search and use in self-service channels. Effective self-service also provides support around the clock, so customers can obtain answers without waiting for an agent's availability. Salesforce describes Knowledge as a way to create and share information with customers, and its Service Cloud learning materials identify self-service as an important approach for scaling customer support. See Salesforce Knowledge Overview and Salesforce Trailhead: Meet Service Cloud.

QUESTION NO: 52

Universal Containers support manager wants to share product-specific information with their customer Communities. What should a consultant recommend to meet this requirement? Choose 3 answers

A. Assign Article types to the Community

B. Enable Public Solutions

C. Enable Article deliveries

D. Publish Articles to external channels

E. Configure Content Library permission

ANSWER: A B D

Explanation:

Assigning Article types to the Community lets the administrator control which Knowledge article types are available to community users. This is useful when product information is organized into distinct article types, such as product FAQs, troubleshooting guides, or release notes, and the community should expose only the relevant types. Publishing Articles to external channels makes approved Knowledge content available to external audiences, including authenticated customer community users, provided the articles are published to the appropriate customer-facing channel. Together, these controls ensure that product-specific content is both eligible for the community and visible to its intended audience.

Enabling Public Solutions supports the legacy Salesforce Solutions capability for organizations that use solutions as a customer-facing knowledge resource. Public solutions can be exposed for customers to find answers to common product questions and support issues. For an organization using this feature alongside Knowledge, it provides another supported mechanism for sharing product guidance with a customer community. A consultant should also ensure that published content is appropriate for the intended audience and that community members have the necessary access to view it. Salesforce's guidance on Knowledge audience channels and community Knowledge setup is available in the Salesforce Knowledge publishing documentation and the Experience Cloud Knowledge documentation.

QUESTION NO: 53

Universal Container wants to measure the efficient of its Contact Center.

Which three metrics should the contact center manager analyze?

A. Number of Closedcases on first call

B. Average Number of days to close cases

C. Number of open cases per day

D. Number of cases escalated

E. Number of new customers added

ANSWER: A B D

Explanation:

"Number of Closedcases on first call," "Average Number of days to close cases," and "Number of cases escalated" are core indicators of contact-center efficiency because they measure resolution effectiveness, resolution speed, and the amount of work requiring additional expertise or management attention. First-call closure is a practical first-contact-resolution measure: a higher result shows that agents have the knowledge, tools, and authority to resolve customer needs without repeat interactions. Average days to close cases measures the overall time to resolution, helping a manager track whether cases are moving through the support process promptly and whether service processes are improving over time. Escalated-case volume identifies the portion of work that cannot be resolved through the standard support path. Monitoring this metric helps managers recognize opportunities to improve agent enablement, knowledge content, routing, and escalation processes. Together, these measures provide a balanced operational view of how effectively the team resolves customer issues, how quickly it does so, and how often cases require higher-tier involvement. Salesforce case management supports tracking case status, ownership, escalation, and resolution information needed for these analyses. See Salesforce's Case Management documentation and the Service Cloud Basics Trailhead module.

QUESTION NO: 54

What can universal containers do to reduce costs and immediately improve contact center agent productivity choose 2

A. Streamline the agent interface.

B. Enable templates for written responses.

C. Offer supports through Facebook and twitter.

D. Implement team productivity dashboards.

ANSWER: A B

Explanation:

Streamline the agent interface. is correct because a unified, console-style workspace lets agents access the customer record, case details, related information, and service tools without repeatedly navigating between separate pages. Reducing navigation and context switching lowers average handling effort and helps agents resolve customer issues more efficiently. A streamlined interface can also surface the most relevant information and actions in the context of the active case, supporting more consistent service delivery from the moment it is implemented.

Enable templates for written responses. is also correct. Salesforce Quick Text and approved response templates allow agents to insert standardized, reusable text for common questions and service interactions. This avoids repeatedly typing the same content, improves response consistency, reduces handling time, and helps agents provide accurate communications while still allowing personalization when needed. These capabilities directly support immediate productivity gains and lower operational cost per interaction. Salesforce describes the benefits and setup concepts for agent workspaces in its Service Console Basics module and reusable agent messaging in its Quick Text Basics module.

QUESTION NO: 55

Universal Containers is using the Service Cloud Console for managing cases. They would like to add the Salesforce SoftPhone to enable click-to-dial capability. What needs to be configured for the SoftPhone to work in Salesforce?; Choose 3 answers

A. Assign the Salesforce users to the Call Center.

B. Install an adapter from AppExchange to work with third-party CTI systems

C. Use Apex to create an adapter to work with third-party CTI systems

D. Create a SoftPhone layout and assign to user profiles

E. Assign the Salesforce CTI license to Salesforce users

ANSWER: A B D

Explanation:

Salesforce SoftPhone functionality requires a configured CTI integration, a call center configuration, and a SoftPhone layout. “Install an adapter from AppExchange to work with third-party CTI systems” supplies the CTI adapter that connects Salesforce to the organization’s telephony provider. The adapter is the integration layer that lets Salesforce initiate and receive call-control events, including click-to-dial, through the external phone system. Salesforce provides CTI integration through Open CTI and compatible partner packages; many telephony vendors distribute their managed CTI packages through AppExchange or provide an equivalent supported installation package.

“Create a SoftPhone layout and assign to user profiles” defines the controls and information displayed in the SoftPhone, such as call controls, call-object fields, and screen-pop behavior. The appropriate layout must be available to the profiles of the users who will handle calls. “Assign the Salesforce users to the Call Center” then associates individual users with the call center definition that identifies the CTI adapter and its settings. Together, these configurations establish the adapter connection, the user-to-call-center association, and the agent interface required for console-based calling. Salesforce’s Open CTI overview is available at Salesforce Developer Documentation, and CTI administration guidance is available at Salesforce Help.

QUESTION NO: 56

Universal Containers wants customer service agents to receive incoming email requests as Cases. The company has multiple support email addresses and wants each address to create Cases in a different queue.

What should a consultant recommend?

A. Configure Email-to-Case with separate routing addresses.

B. Create Case Assignment Rules for each email address.

C. Configure Web-to-Case with separate HTML forms.

D. Create a separate Case record type for each support email address.

ANSWER: A

Explanation:

Configure Email-to-Case with separate routing addresses is the appropriate recommendation. Each routing address is associated with a Salesforce-generated email service address and can be configured with a default Case owner, such as a queue. When customers send an email to a company support address, Salesforce creates a Case and routes it according to the matching routing address configuration.

This allows Universal Containers to maintain separate intake addresses for different products or regions while ensuring new Cases enter the correct queue for triage. See Salesforce guidance on Email-to-Case.

QUESTION NO: 57

Universal Containers Call Center Agents have limited visibility to customer supportlevels, resulting in inconsistent response times andlengthened resolution times. Which two recommendations should a Consultant recommend to improve the agent experience and reduce response and resolution times? Choose 2 answers

A. Configure AssignmentRules based on Case Priority.

B. Add the Entitlements related list to the Account Page Layout.

C. Create a Report of all active Entitlements grouped by Customers.

D. Configure Success, Warning, and Violation Actions for Milestones.

ANSWER: B D

Explanation:

Adding the Entitlements related list to the Account Page Layout gives agents direct access to a customer's active support entitlements while they work a case. Entitlements identify the level of service to which a customer is entitled and can be associated with accounts, assets, contacts, or service contracts. Presenting this information on the account record helps agents quickly understand applicable support coverage and handle the case under the appropriate service commitment without needing to search elsewhere. Salesforce describes how entitlements define customer support levels in its Entitlements Trailhead module.

Configuring Success, Warning, and Violation Actions for Milestones operationalizes those commitments during case handling. Milestones track required steps or response and resolution targets within an entitlement process. Warning actions can alert the assigned agent or team before a target is missed, while violation actions can notify stakeholders, update the case, or initiate an escalation workflow when the target is breached. Success actions can record or trigger follow-up when a milestone is completed. These automated, time-based actions make service deadlines visible and actionable, enabling earlier intervention and more consistent case progress. See Salesforce's Milestones Trailhead module for details on milestone tracking and actions.

QUESTION NO: 58

Universal Containers is implementing acall center using CTI (Computer-telephony integration).

Which three items, at a minimum, must be implemented and deployed to ensure success?

Choose 3 answers

A. Configure call center definition

B. Deploy Call Center Directory

C. Install CTI adapter using Open CTI

D. Configure IVR auto response

E. Assign users to a call center

ANSWER: A C E

Explanation:

A Salesforce CTI implementation requires a configured call center definition, a CTI adapter built or installed using Open CTI, and assignment of the intended agents to that call center. The call center definition stores the configuration Salesforce uses to identify the telephony integration and deliver its softphone behavior. The Open CTI adapter is the integration component that connects Salesforce to the organization's telephone system or telephony provider and provides functions such as screen pops, call controls, and call-event handling within the Salesforce user interface. Finally, assigning users to the call center is essential because it makes the configured softphone available to the agents who need to handle calls. Together, these components establish the configuration, integration layer, and user access required for agents to use CTI in Salesforce. Salesforce's setup guidance describes configuring a call center and adding users as core administrative steps, while the Open CTI documentation describes the adapter as the browser-based integration mechanism for third-party CTI systems. See Salesforce Help: Set Up a Call Center and Salesforce Developer Guide: Open CTI.

QUESTION NO: 59

Universal Containers needs to customize Salesforce to improve its Support Agents' experience so they can work more efficiently.

Which two features requires Service Cloud?

A. Open multiple case records as tabs and sub tabs

B. Unique page layouts for each Case Record Type

C. Utility Bar

D. Access to Knowledge Articles

ANSWER: A D

Explanation:

Open multiple case records as tabs and sub tabs is a core Service Console capability. The Service Console is designed for support agents handling cases and lets them work with a primary record in a workspace tab while opening related records, such as contacts, accounts, and other cases, in subtabs. This focused workspace reduces navigation and gives agents the ability to manage several customer-service interactions without repeatedly leaving their active case context. Salesforce documents that console navigation uses workspace tabs and subtabs and is intended for apps such as Service Console.

Access to Knowledge Articles requires Service Cloud because Salesforce Knowledge is a service feature that enables agents to find, use, and share approved support content while resolving customer issues. Knowledge articles can be surfaced from case records and other service workflows, supporting consistent answers and faster case resolution. Service Cloud licensing includes access to Salesforce Knowledge capabilities for internal service users, subject to the organization's edition and feature setup. These two capabilities directly support the agent-centric case-management and self-service knowledge workflows provided by Service Cloud. See Salesforce's documentation for console navigation and Salesforce Knowledge.

QUESTION NO: 60

UC's service center needs to provide support for a new product line. The product manager would like to be notified whenever a customer reports a new defect. Which solution should a consultant recommend to meet this requirement?

(choose 1 answer)

A. Use an escalation rule to move cases into the product manager queue

B. Use Chatter case feed and case teams to monitor cases

C. Use an assignment rule to assign new cases to the product manager

D. Use a workflow rule to send an email to the product manager

ANSWER: D

Explanation:

Use a workflow rule to send an email to the product manager is the appropriate solution because the requirement is event-driven notification: when a newly reported case meets the organization's definition of a product defect, the product manager needs to receive an alert. A workflow rule can evaluate case criteria, such as a selected product line and a defect-related case type or reason, and invoke an email alert that sends a predefined email template to the product manager. This provides a consistent, automated notification without requiring the product manager to manually monitor case records or take ownership of every newly submitted defect.

For this type of configuration, the consultant would define the criteria that identifies a new defect, create an email template containing the relevant case details, create an email alert with the product manager as a recipient, and associate that alert with the workflow rule. Salesforce documents workflow rules and their supported immediate actions, including email alerts, in its automation guidance. Although Salesforce recommends Flow Builder for new automation where available, workflow rules are the feature described by this question and directly meet the stated notification requirement. See Salesforce Workflow Rules and Salesforce Email Alerts.

QUESTION NO: 61

Universal Containers Call Center Agents have limited visibility to customer supportlevels, resulting in inconsistent response times and lengthened resolution times. Which two recommendations should a Consultant recommend to improve the agent experience and reduce response and resolution times? Choose 2 answers

A. Configure AssignmentRules based on Case Priority.

B. Add the Entitlements related list to the Account Page Layout.

C. Create a Report of all active Entitlements grouped by Customers.

D. Configure Success, Warning, and Violation Actions for Milestones.

ANSWER: B D

Explanation:

Adding the Entitlements related list to the Account Page Layout gives agents immediate access to the support entitlements associated with the customer's account while they review or work cases. Entitlements represent the customer's service level or support terms and can include the applicable entitlement process, which defines the milestones that govern expected response and resolution. Making this information available in the agent's normal account context improves awareness of the service commitment that applies to the customer and supports more consistent handling.

Configuring Success, Warning, and Violation Actions for Milestones operationalizes those support commitments during case work. Milestones track time-based service targets within an entitlement process, such as an initial response or case resolution target. Warning actions can notify the appropriate users before a target is missed, while violation actions can notify or escalate work when the target is breached. Success actions can execute when a milestone is completed successfully. Together, these actions provide timely, actionable visibility into approaching service deadlines, helping agents and supervisors respond before delays become longer resolution issues. Salesforce's entitlement-management overview is available at Trailhead: Entitlement Management, and milestone concepts are documented at Salesforce Help: Milestones.

QUESTION NO: 62

Universal Health supports medical kits that have been distributed to thousands of hospitals. Hospitals can request future credit by providing kit usage information by patient. The regional processing teams review these requests and award coupons for approved cases. What should a consultant recommend to manage this process using Service Cloud?

A. Enable the self-service portal to generate logins for the hospital staff by region.

B. Use Web-to-Lead to capture the credit requests and assign them to regional teams using workflow rules.

C. Design a custom object to track credit requests and route them regionally using assignment rules

D. Use cases to track the credit requests and route them to regional teams using assignment rules

ANSWER: D

Explanation:

Use cases to track the credit requests and route them to regional teams using assignment rules is the appropriate Service Cloud design because each request is a discrete service process requiring intake, review, ownership, status tracking, and resolution. A case record provides a standard, scalable workspace for recording the hospital's request and kit-usage details, associating the request with the relevant account and contacts, documenting reviewer activity, and tracking the outcome through closure. The processing team can use case fields, page layouts, queues, and status values to ensure that all information needed to assess eligibility and issue a coupon is consistently captured. Case assignment rules can evaluate attributes such as hospital region and automatically assign a new request to the appropriate regional queue or team member. This reduces manual triage, supports consistent service-level handling, and gives managers reporting visibility into request volumes, approval outcomes, and processing times. Salesforce describes cases as records for tracking and resolving customer issues or requests, and supports automated case ownership through assignment rules. See Salesforce Help: Cases and Salesforce Help: Case Assignment Rules.

QUESTION NO: 63

What are two basic concepts of Knowledge-Centered Support (KCS)? Choose 2 answers

A. Evolving content-based product lifecycles

B. Creating content as a result of solving issues

C. Rewarding learning, collaboration, sharing and improving.

D. Developing a knowledge base on the experience of an individual

ANSWER: B C

Explanation:

Knowledge-Centered Support treats knowledge as an integral part of the support workflow rather than as documentation created separately after work is complete. **Creating content as a result of solving issues** reflects the KCS "solve loop": support staff search for existing knowledge while handling a request and, when needed, capture, modify, or improve an article in the context of resolving that request. This keeps knowledge current, practical, and connected to real customer needs.

Rewarding learning, collaboration, sharing and improving. reflects the cultural and organizational side of KCS. KCS depends on contributions from many people and on continual refinement based on use. Measures, coaching, and recognition should therefore encourage people to learn from each interaction, reuse collective knowledge, share what they discover, and improve content over time. The result is a knowledge base built through the organization's collective experience and continuously evolved through feedback and use. These principles are central to the KCS methodology described by the KCS Academy and align with Salesforce's approach to delivering scalable, knowledge-driven service. See the KCS Academy overview and Salesforce's knowledge-base guidance.

QUESTION NO: 64

Universal Containers analyzes key performance indicators (KPIs) and discovers that customer satisfaction is decreasing. The company attributes the decrease in customer satisfaction to a low first-call resolution rate. What can be done to improve the first call resolution rate? Choose 2 answers.

A. Reduce the cost per call

B. Train support agents

C. Align agent performance goals with KPIs

D. Hire additional support agents

ANSWER: B C

Explanation:

Train support agents improves first-call resolution because knowledgeable, well-prepared agents can diagnose customer issues accurately, use the appropriate service processes and tools, and provide complete solutions without needing a follow-up contact or escalation. Training should cover product knowledge, troubleshooting techniques, case-handling procedures, and effective use of Salesforce knowledge resources. Salesforce Knowledge can make approved articles available in the service console so agents can quickly find consistent answers while working with customers.

Align agent performance goals with KPIs helps ensure that daily agent behavior supports the organization's desired service outcome. When first-call resolution is a visible, measured performance objective, managers can coach agents toward resolving the customer's issue during the initial interaction, while still maintaining quality and customer satisfaction. Salesforce reports and dashboards can track service metrics and provide the data needed to monitor trends, set targets, and guide coaching. Together, targeted training and KPI-aligned performance management address both the agent capability and operational focus needed to raise first-call resolution rates.

See Salesforce guidance on Salesforce Knowledge and reports and dashboards.

QUESTION NO: 65

Universal Containers is implementing the Salesforce Service Cloud in its contact center and has requirements listed below.

* 2.000 agents are implemented globally 24/7 operations

* Open case data will be migrated from a legacy system

* New cases will be created in one system only

Which deployment method should be recomended?

A. Migrate case data and deploy to all users at office

B. Migrate agents to Force.com Connect Offline during deployment

C. Deploy in phases using countries as pilots

D. Deploy based on the number of trainers available

ANSWER: C

Explanation:

Deploy in phases using countries as pilots is the appropriate method for a large, global contact center operating continuously. A phased rollout limits operational risk by introducing Salesforce to a manageable pilot population first, allowing the implementation team to validate case routing, agent workflows, integrations, permissions, reporting, support processes, and the migration of open cases under real operating conditions. Lessons from each country pilot can be incorporated into training materials, deployment runbooks, data-migration procedures, and production support before expanding to subsequent regions.

This approach is especially valuable when 2,000 agents work across time zones and cannot tolerate a broad service interruption. Country-based phases provide clear deployment boundaries and enable focused change management for local language, regulatory, business-hours, and operational requirements. The requirement that new cases be created in only one system also supports a controlled cutover for each pilot group: after a country transitions, its agents create and manage new cases in Salesforce while the organization maintains a planned approach for the migrated open-case population. Salesforce recommends planning releases and change management to support adoption, and its data-migration guidance emphasizes validating data and processes before broader production use. See Salesforce Data Import and Migration guidance and Salesforce Change Management guidance.

QUESTION NO: 66

Universal containers has implemented salesforce service cloud with the goal of reducing the number of escalated case for contact center. What metric should a contact center manager use to analyze this?

A. Percent of cases closed with an attached article

B. Percent of cases closed meeting the defined SLA

C. Percent of cases closed with chatter posts

D. Percent of cases closed on first contact

ANSWER: D

Explanation:

Percent of cases closed on first contact is the most relevant metric because first-contact resolution measures whether a customer's issue is completely resolved during the initial interaction, without requiring handoffs, follow-up work, or intervention by a higher support tier. Cases that are not resolved at the first interaction are more likely to be transferred, reopened, or escalated to specialists or management. Tracking this percentage therefore gives the contact center manager a meaningful indicator of progress toward reducing escalations and identifies opportunities to improve agent knowledge, processes, and access to the information needed to resolve issues immediately.

Salesforce Service Cloud supports reporting on case-resolution outcomes and operational performance so managers can monitor service KPIs over time. In particular, a first-contact-resolution-oriented measure focuses on the customer support experience and the effectiveness of frontline agents in resolving cases before escalation becomes necessary. Salesforce describes using reports and dashboards to monitor service performance in its Service Cloud Basics learning module, while its Reports and Dashboards documentation explains how to analyze Salesforce data through reporting.