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Topic Break Down

Topic	No. of Questions
Topic 1, Contact Center Strategy	18
Topic 2, Contact Center Operations	50
Topic 3, Contact Center Technology	157
Total	225

QUESTION NO: 1

Universal Containers wants verified customers to begin a support conversation on its website and continue the same conversation when they return later. The messaging experience must not be available to anonymous visitors.

Which two capabilities should a consultant recommend? Select two.

A. Configure Messaging for Web for persistent customer conversations.

B. Configure authenticated access for the Embedded Service deployment.

C. Use Web-to-Case to maintain the customer conversation history.

D. Use Live Agent Chat to provide asynchronous conversation continuity.

E. Use Email-to-Case to authenticate website visitors.

ANSWER: A B

Explanation:

Messaging for Web supports asynchronous conversations, allowing a customer to continue a conversation rather than starting a new transient chat session on every visit. An authenticated Embedded Service deployment ensures that the organization can identify and verify the customer before making the messaging experience available.

Web-to-Case creates cases from a website form but does not provide a persistent messaging conversation. Live Agent Chat is designed for synchronous chat and does not provide the same asynchronous conversation continuity as Messaging for Web. Email-to-Case processes inbound email rather than delivering authenticated website messaging.

QUESTION NO: 2

The desired process of reassigning cases to a higher support tier when SLA

timelines are breached.

Ursa Major Solar needs to protect customers' private information, such as

social sty numbers, during phone interactions.

Which Service Cloud Voice feature should a consultant recommend to

accomplish this?

A. Hierarchical Sharing Settings on Calls

B. Collaboration on Call Recordings

C. Pause/Resume Call Recording

ANSWER: C

Explanation:

Pause/Resume Call Recording is the appropriate Service Cloud Voice feature because it enables an agent to temporarily stop recording while a caller provides sensitive information, such as a Social Security number, payment-card details, or other personally identifiable information. Once the sensitive exchange is complete, the agent resumes recording so the remainder of the customer interaction remains available for quality assurance, coaching, and case-resolution purposes. This approach supports the practical need to retain useful call context without unnecessarily storing highly sensitive spoken data in the recording.

For an implementation, the consultant should ensure that the selected Service Cloud Voice telephony provider supports the recording-control capability and that agents receive clear guidance on when to pause and resume. The organization should also align the process with its retention, access-control, and compliance policies, because protecting sensitive customer data requires both the feature configuration and consistent agent behavior. Salesforce documents Service Cloud Voice capabilities and implementation considerations in its Service Cloud Voice documentation and provides implementation learning material in the Service Cloud Voice Trailhead module.

QUESTION NO: 3

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

A. Out-of-the-box configuration

B. Salesforce Flow

C. Third-party development

D. Custom Apex coding

ANSWER: D

Explanation:

Custom Apex coding is the best approach when the required workflow behavior is advanced, highly specific, or exceeds what declarative configuration can reliably express. Apex is Salesforce's strongly typed, object-oriented programming language for implementing custom business logic on the Salesforce platform. It enables developers to create tailored automation, invoke custom logic from triggers and classes, work with complex data-processing requirements, integrate with external services, and implement reusable, testable behavior that aligns precisely with the customer's operational process.

For a contact-center implementation, this level of customization can be valuable when workflow decisions depend on sophisticated conditions, custom data models, specialized routing-related processing, or controlled interactions with other Salesforce and external-system capabilities. Apex also supports formal unit testing and deployment practices, which helps ensure that the customized workflow remains reliable as the organization evolves. Salesforce describes Apex and its use for custom business logic in the Apex Developer Guide. Salesforce's architecture guidance also emphasizes selecting programmatic development when requirements require capabilities beyond declarative tools: Salesforce Automation Decision Guide.

QUESTION NO: 4

A Contact Center is implementing Web-to-Case. Customers must receive an immediate acknowledgement that their request was received, even when no agent is available. The acknowledgement must include the case number and should not depend on an agent manually sending an email.

Which configuration should the consultant recommend?

A. Configure a case escalation rule with an email notification action.

B. Configure an Omni-Channel routing configuration with an acknowledgement action.

C. Configure a Case Auto-Response Rule with an email template.

D. Configure a case assignment rule with an email alert action.

ANSWER: C

Explanation:

Case Auto-Response Rules send an automatic email when a case is submitted and can use an email template with case merge fields, including the case number. This provides an immediate acknowledgement independently of agent availability.

Assignment rules determine the case owner or queue. Escalation rules address unresolved cases after defined criteria or time thresholds are met. Email alerts can be used by automation, but an auto-response rule is the standard case-submission mechanism for this requirement.

QUESTION NO: 5

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

A. Data Import Wizard

B. Partner Integrations

C. Einstein Analytics

D. Apex Code Development

ANSWER: B

Explanation:

Partner Integrations is the best fit because it provides packaged, supported connections between Salesforce and complementary customer-service, communications, and CRM technologies. Rather than requiring an organization to build every connection from scratch, Salesforce partners can deliver AppExchange applications, managed packages, APIs, connectors, and implementation services that synchronize customer context and service data across systems. This supports a more unified agent experience: representatives can access relevant customer details and interaction information in the systems used to handle service work, while organizations can preserve investments in established CRM platforms and business processes.

Salesforce AppExchange is Salesforce's marketplace for partner-built applications and integrations. It enables customers to discover solutions designed to extend Salesforce capabilities and connect it with other business tools. The appropriate integration can be selected based on the customer's existing CRM, required data flows, security model, and operational requirements, then configured or implemented with the partner's supported approach. This makes partner integrations a practical bridge for organizations seeking seamless interoperability without treating every integration as an entirely bespoke development project. See the Salesforce AppExchange and Salesforce's integration overview for more information.

QUESTION NO: 6

Your customer wants to improve agent productivity. Which future functionality could be most impactful?

A. Implement knowledge base suggestions and AI-powered case deflection tools.

B. Develop automated workflows for repetitive tasks and case escalations.

C. Integrate self-service options and chatbots for simple customer inquiries.

D. All of the above, empowering agents with streamlined tools and automated processes.

ANSWER: D

Explanation:

All of the above, empowering agents with streamlined tools and automated processes, is correct because agent productivity improves most when service capabilities work together across the full case lifecycle. Knowledge base suggestions give agents relevant, approved information in the flow of work, reducing research time and supporting consistent resolutions. AI-powered deflection and self-service experiences can resolve appropriate customer needs before they require an agent, allowing the service team to focus on higher-value or more complex conversations. Chatbots similarly provide immediate support for common inquiries and can collect context before handing work to an agent. Automation through workflows and escalation processes removes repetitive manual steps, promotes timely routing and follow-up, and helps agents spend more time engaging with customers rather than administering cases. Salesforce positions Einstein for Service, Knowledge, self-service, digital engagement, and service-process automation as complementary ways to improve service efficiency and scale support operations. Combining these capabilities therefore delivers a broader productivity impact than adopting only one of them. See Salesforce AI for Customer Service and Salesforce Help: Case Automation.

QUESTION NO: 7

Universal Containers stores payment-related information on Case records. Tier 1 agents need access to cases assigned to their queue, but they must not view payment fields. Escalation specialists need access to the same fields when they take ownership of an escalated case.

Which two configuration approaches should the consultant recommend? Select two.

A. Use field-level security to restrict payment fields to authorized specialists.

B. Configure record-level sharing to provide access to the appropriate Case records.

C. Encrypt the fields and allow all agents to retain field visibility.

D. Grant Tier 1 agents the View All Data permission.

E. Use only the role hierarchy to control access to payment fields.

ANSWER: A B

Explanation:

Field-level security is required to restrict visibility of the payment fields to users who have a business need to access them. Record-level sharing should be configured so that Tier 1 agents can access the cases they are responsible for, while escalation specialists can access cases when their role or assignment requires it. Together, these controls support least-privilege access at both the field and record levels.

Encryption can provide an additional protection layer, but it does not by itself determine which users can view a field in Salesforce. Granting View All Data would provide excessive access. The role hierarchy alone is not a replacement for field-level security because it does not control access to individual sensitive fields.

QUESTION NO: 8

You need to validate automated case escalation. Which tool helps monitor and assess this process?

A. Monitoring Escalation History related list within case records to track escalation triggers and actions taken.

B. Utilizing reporting tools to analyze trends and patterns in case escalation frequency and reasons.

C. Supervisor Console providing insights into case status, queue information, and escalation triggers.

D. All of the above, offering complementary perspectives on automated case escalation effectiveness and potential adjustments.

ANSWER: A

Explanation:

Monitoring Escalation History related list within case records to track escalation triggers and actions taken. is the most direct tool for validating that automated case escalation is operating as intended. The Escalation History related list provides a case-level audit trail of escalation activity, allowing an administrator or supervisor to inspect the timing and details of actions generated by an escalation rule. This is especially useful during validation because the reviewer can compare the case's age, priority, status, and other rule criteria with the escalation action that occurred. For example, the history can confirm that a case was escalated after the configured business-hours threshold and that the designated notification or reassignment action was initiated. Reviewing this information on the individual case also supports troubleshooting of exceptions, such as cases that did not escalate when expected or were escalated under unexpected conditions. Salesforce describes escalation rules as automation that can update case fields or send notifications when cases meet defined age and criteria requirements. The Escalation History related list is therefore the most appropriate record-level monitoring mechanism for assessing the results of that automation. See Salesforce Trailhead: Escalate Cases and Salesforce Help: Set Up Escalation Rules.

QUESTION NO: 9

While all listed KPIs have relevance, the most suitable set for Ursa Major Solar's goals (enhanced customer satisfaction & loyalty, cost streamlining) should prioritize these areas:

A Ursa Major Solar recently hired many new agents to handle seasonal peak volumes in the voice channel.

A. Build Omni-Channel routing flow and add all senior agents to the direct to agent routing proceed

B. Assign Read All data access to all voice agents

C. Update the organization-wide sharing setting for use Presence to Public Read City

ANSWER: A

Explanation:

Build Omni-Channel routing flow and add all senior agents to the direct to agent routing proceed is the best answer because Omni-Channel is designed to distribute incoming work to agents according to routing configuration, agent availability, capacity, and skills. For a seasonal increase in voice volume that includes many newly hired agents, a routing flow provides a structured way to send work to the right resources while helping manage workload consistently. Including experienced senior agents in a direct-to-agent routing approach can support service quality when a customer or business process requires a specific knowledgeable agent to receive the work. This supports the stated priorities by improving the likelihood of timely, appropriate handling during peak demand, which contributes to customer satisfaction and loyalty. It also streamlines operations by using Salesforce routing automation rather than relying on manual assignment or informal escalation practices. Salesforce documents that Omni-Channel routes work items to qualified, available agents and can use flows to customize routing behavior. See Salesforce Help: Omni-Channel and Salesforce Help: Omni-Channel Flows.

QUESTION NO: 10

The consultant should suggest UMS configure its Experience Cloud site to

support the desired chat routing using the following approach:

Pass in the User ID field as a hidden pre-chat field and check the value of

that field in an Omni-Channel flow to determine the routing destination.

The customer service manager at Universal Containers wants to implement

a process to ensure cases that are not resolved in time get brought to the

attention of more experienced service agents. A consultant has proposed

to implement case escalation rules for this. Which best practice should the

consultant observe when configuring case escalation rules?

A. Put the most complex escalation Rule Entry at the end of the sort order toimprove system performance.

B. Create a maximum of 25 Rule Entries to make the escalation rules easy tomaintain for an administrator.

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

ANSWER: C

Explanation:

Create a catch-all Rule Entry at the end of the sort order so that if no other entry is met a case still gets evaluated. Escalation rules contain ordered rule entries, and Salesforce evaluates the entries according to their sort order to identify the applicable escalation actions for a case. A final catch-all entry, typically using criteria that encompass all remaining cases, provides a deliberate safety net for records that do not meet the more specific business criteria above it. This ensures that cases are still considered for an escalation path rather than being unintentionally omitted because no specialized entry matched. The catch-all must be placed last so that it does not intercept cases intended for more targeted escalation handling. In a service operation where unresolved cases need visibility from more experienced agents, this configuration supports consistent coverage while allowing earlier entries to implement distinct thresholds, priorities, products, or customer segments. Salesforce documentation describes how escalation rules and their ordered entries determine escalation actions for cases; administrators should design those entries so general criteria follow specific criteria. See Salesforce Help: Set Up Escalation Rules and Salesforce Help: Define Escalation Rule Entries.

QUESTION NO: 11

Universal Containers plans to send SMS notifications when scheduled service appointments are changed. The legal team requires customers to control these communications and wants the Contact Center to avoid continuing messages after a customer withdraws consent.

Which two practices should the consultant include in the implementation? Select two.

A. Maintain customer consent and SMS communication-preference data.

B. Send messages from agents' personal mobile phone numbers.

C. Create a new case for every outbound SMS notification.

D. Process and honor customer opt-out requests before subsequent sends.

E. Route every outbound SMS message to an Einstein Bot.

ANSWER: A D

Explanation:

The organization should maintain consent and communication-preference data so outbound SMS is sent only to customers who are eligible to receive it. It must also implement and operationally monitor opt-out handling so customers who withdraw consent are excluded from subsequent messages.

Using an agent's personal mobile number prevents controlled channel management and auditability. Creating a new case for every outbound notification does not manage consent. Routing all outbound messages to a bot does not satisfy channel-specific consent and opt-out obligations.

QUESTION NO: 12

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

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

For which channels can UMS implement this?

A. SMS Messaging

B. Facebook Messenger

C. Messaging for In-App

ANSWER: A B C

Explanation:

SMS Messaging, Facebook Messenger, and Messaging for In-App are appropriate Digital Engagement channels for delivering customer-facing notifications and proactive communications. SMS supports direct notifications to a customer’s mobile number, subject to the organization’s consent, opt-in, and regional messaging requirements. Facebook Messenger provides a social messaging channel through which organizations can communicate with customers, while observing Meta’s applicable messaging policies and customer-engagement windows. Messaging for In-App supports communications within a company’s native mobile application, where notifications can help bring customers back into an active messaging experience. Together, these channels let UMS meet customers in the messaging environment they have chosen rather than relying on a single communications method. Salesforce Digital Engagement is designed to unify these conversational channels with Service Cloud work management, agent routing, conversation history, and customer context, enabling support teams to manage customer interactions consistently. Before sending notifications, UMS should ensure that channel setup, customer consent, identity matching, and any channel-specific approval or policy requirements are in place. See Salesforce's Digital Engagement Basics and its push notification strategy guidance.

QUESTION NO: 13

Ursa Major Solar allows experienced agents to handle three simultaneous messaging conversations. New agents should handle no more than two conversations during their ramp-up period, without changing the workload limit for experienced agents.

Which two Omni-Channel configuration changes should an administrator make? Select two.

A. Create and assign a Presence Configuration with capacity for two messaging work items.

B. Configure the messaging service channel with a work-item size that consumes agent capacity.

C. Increase the routing priority for conversations assigned to junior agents.

D. Create a new presence status for junior agents without changing capacity.

E. Remove messaging skills from experienced agents during the ramp-up period.

ANSWER: A B

Explanation:

A separate Presence Configuration can be created and assigned to junior agents with capacity for two messaging work items. The messaging service channel must also use an appropriate work-item size so that each routed conversation consumes capacity consistently. With a work-item size of one, a junior agent with capacity two cannot receive a third simultaneous conversation.

Changing routing priority changes the order in which work is considered but does not impose an individual concurrent-work limit. A presence status controls whether an agent is available for a channel, not how much work the agent can receive. Skills-based routing matches expertise and is not intended to manage ramp-up capacity.

QUESTION NO: 14

A project is migrating Contacts and their historical Cases from a legacy service system. The project sponsor requires that migrated cases remain related to the correct customer and that the team can prove the migration is complete before cut-over.

Which two data-validation activities should the consultant recommend? Select two.

A. Use a legacy customer identifier as an external ID to map Cases to Contacts.

B. Reconcile source and target counts, exceptions, and representative record samples.

C. Use Salesforce record IDs from a sandbox as the production migration key.

D. Delete unmatched records from the target org to make record counts agree.

E. Load Cases without retaining a legacy reference value for reconciliation.

ANSWER: A B

Explanation:

Using a legacy identifier stored as an external ID provides a reliable cross-system key for mapping migrated Cases to the correct Contact records. Reconciling source and target record counts, exception reports, and representative record samples provides evidence that the expected records were migrated and that important relationships and values were preserved.

Using Salesforce record IDs from a sandbox is not reliable because IDs differ between environments. Removing unmatched records without investigation can conceal mapping or source-data errors. Loading all records without preserving a legacy reference makes troubleshooting and reconciliation significantly more difficult.

QUESTION NO: 15

A Contact Center implementation includes a real-time integration with an order-management system. Before go-live, the project team must validate that agents receive accurate order details and that failures can be identified and resolved without creating duplicate customer updates.

Which three activities should be included in user acceptance testing? Select three.

A. Test representative order scenarios from Salesforce through the external system and back.

B. Test failure responses, error handling, and retry behavior.

C. Reconcile expected results with records in both Salesforce and the order-management system.

D. Perform the first end-to-end test directly in production after deployment.

E. Confirm authentication succeeds and assume that data mappings are correct.

F. Delay defining integration monitoring until the hypercare period.

ANSWER: A B C

Explanation:

End-to-end testing with representative order scenarios validates that Salesforce and the external system exchange the intended data under realistic service conditions. Testing failure responses and retry behavior verifies that exceptions are handled predictably and do not result in duplicate updates. Reconciling expected results against records in both systems confirms that the integration created, updated, or rejected the correct data.

Testing directly in production before approval creates unnecessary operational risk. Treating successful authentication as sufficient does not validate field mappings, business rules, or error handling. Deferring integration monitoring until after go-live leaves the support team unprepared to identify and resolve production failures.

QUESTION NO: 16

A company uses Salesforce Knowledge for both external troubleshooting articles and internal escalation procedures. Customers can access the self-service site, but internal procedures must remain available only to agents and supervisors.

Which two controls should the consultant recommend? Select two.

A. Configure data category visibility so customer users can access only customer-facing content.

B. Make all Knowledge articles visible to every site audience.

C. Use Case Assignment Rules to restrict article access.

D. Grant appropriate Knowledge permissions to internal agents and supervisors.

E. Remove internal articles from search results without applying access controls.

ANSWER: A D

Explanation:

Data category visibility can limit the categories of articles that external users can access, allowing internal procedures to be separated from customer-facing troubleshooting content. Appropriate Knowledge user permissions should be granted to internal service users so they can access and maintain the content required for their roles.

Making every article visible to all audiences would expose internal procedures. Case assignment rules do not control article visibility, and hiding an article from search results alone is not an access-control strategy.

QUESTION NO: 17

Ursa Major Solar is improving self-service for customers who use different solar products. Customers should be able to find articles relevant to their product, and the knowledge team needs evidence about whether articles resolve customer issues.

Which two capabilities should the consultant recommend? Select two.

A. Use data categories to classify articles by product line.

B. Use case assignment rules to determine which articles customers can search.

C. Use presence configurations to limit the articles shown to customers.

D. Enable article feedback for customer evaluation of published content.

E. Enable field history tracking to measure article usefulness.

ANSWER: A D

Explanation:

Data categories allow Knowledge articles to be classified by information such as product line and can be used to make navigation and search results more relevant to customers. Article feedback gives customers a way to indicate whether content was helpful and can provide comments for the knowledge team to review.

Case assignment rules determine case ownership, not Knowledge navigation. Presence configurations control Omni-Channel capacity. Field history tracking records changes to selected fields but does not measure whether a Knowledge article answered a customer question.

QUESTION NO: 18

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

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

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

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

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

ANSWER: D

Explanation:

Salesforce Sandbox environment for sending test emails and verifying recipient details is correct because a sandbox provides an isolated copy of an organization where administrators can safely test email-related configuration and behavior without affecting production records or sending unintended communications to live customers. In a sandbox, the team can use representative recipient records and test email sends to confirm that recipient addresses are selected correctly, email delivery settings permit the intended messages, and email content—including templates, merge fields, sender information, and links—renders as expected. Salesforce also controls outbound email in sandbox environments through deliverability settings, allowing testing to be conducted with appropriate safeguards. This makes a sandbox the appropriate Salesforce environment for validating the end-to-end behavior associated with email recipients and message delivery before a change is deployed to production. Salesforce documents sandbox environments as isolated spaces for development and testing, and its email deliverability documentation explains the controls that govern outbound email behavior. See [Salesforce Sandbox Documentation] and [Salesforce Email Deliverability Documentation].

QUESTION NO: 19

A Contact Center leader wants to compare first-contact resolution across email, web, messaging, and voice. The leader does not want a high rate caused by agents closing cases quickly when customers later contact support again for the same issue.

Which two design decisions should the consultant recommend? Select two.

A. Capture the originating service channel consistently on each case.

B. Define a repeat-contact window and resolution criteria for the FCR calculation.

C. Use agent login duration as the numerator for the FCR calculation.

D. Increase each agent's Omni-Channel capacity during peak periods.

E. Route all cases to one general queue before measuring results.

ANSWER: A B

Explanation:

The organization needs a consistently captured channel value, such as Case Origin or a governed custom channel field, so results can be grouped accurately by channel. It also needs a documented first-contact-resolution definition that identifies repeat contacts within a defined period, rather than treating every initially closed case as resolved.

Agent login duration measures availability or utilization, not resolution quality. Increasing concurrent work capacity can affect workload but does not establish a reliable FCR calculation. Routing every case to the same queue removes specialization and does not identify repeat customer effort.

QUESTION NO: 20

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

A. Matching and merging customer records based on email addresses or phone numbers to eliminate duplicates.

B. Utilizing data quality rules and duplicate detection tools to flag potential duplicate case records for review and correction.

C. Manually comparing case details and identifying duplicates for removal or merging before data migration.

D. All of the above, depending on the complexity and desired level of automation for duplicate case handling.

ANSWER: D

Explanation:

All of the above, depending on the complexity and desired level of automation for duplicate case handling, is correct because duplicate management during a case migration should be tailored to both the available data quality and the migration scale. Matching values such as email addresses and phone numbers can reveal records associated with the same customer, while defined data-quality rules and duplicate-detection processes provide a repeatable way to identify records that need stewardship review. For smaller data sets, complex edge cases, or records with incomplete identifying information, a manual comparison can be an appropriate validation activity before the final load. A sound cleansing plan can therefore combine automated matching, rule-based flagging, and human review rather than relying on only one method. Salesforce’s duplicate-management capabilities are designed to help identify potential duplicate records through matching rules and duplicate rules, and data-preparation activities should resolve or appropriately consolidate records before migration so that users receive trustworthy case history after go-live. The chosen approach should be documented with clear criteria for when cases are merged, retained separately, or escalated for review. See Salesforce’s Duplicate Management documentation and Data Quality Trailhead module.

QUESTION NO: 21

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

Ursa Major Solar has implemented Service Cloud Voice. After using it for

several months, the customer service manager notices that agents rarely

create a note that summarizes what was discussed during a phone call.

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

What should a consultant suggest to help resolve this challenge?

A. A Build a flow solution that updates the agent's Presence status to unavailable so they have time to add notes, then put the status back to 'available' after a certain period of time

B. Set up the After Conversation Work component so that an agent has timeto write a summary of the call before being assigned new inbound callsagain.

C. Instruct agents to update their Presence Status to unavailable every timethey finish plane and put their status back to available' after wrapping up

ANSWER: B

Explanation:

Set up the After Conversation Work component so that an agent has time to write a summary of the call before being assigned new inbound calls again. After Conversation Work is designed for the post-call wrap-up period in Service Cloud Voice. It gives agents dedicated time after a voice interaction ends to complete necessary work, such as entering call notes, updating the related case, recording outcomes, and completing any follow-up actions. During this period, agents are not immediately routed another inbound call, which directly addresses the operational problem: agents need a reliable, built-in opportunity to document what occurred before beginning the next conversation. The organization can configure the wrap-up duration to align with the complexity of its calls and its documentation standards. Using this capability also makes the expected workflow consistent across agents, improving the quality and availability of case histories for supervisors and anyone who later works on the case. Salesforce describes After Conversation Work as time allocated after a conversation for agents to finish related work before receiving another interaction. See Salesforce Help: Work with Voice Calls and Salesforce Help: Presence Statuses in Omni-Channel.

QUESTION NO: 22

An administrator is introducing Omni-Channel routing for cases already owned by a support queue. The administrator wants both the existing backlog and newly assigned cases to be routed to available agents.

Which two configuration actions are required? Select two.

A. Create a Case Assignment Rule for every case currently in the queue.

B. Associate an appropriate routing configuration with the queue.

C. Create an escalation rule for cases that remain in the queue.

D. Create a presence configuration without changing the queue.

E. Select Apply to existing records in queue.

ANSWER: B E

Explanation:

A routing configuration must be associated with the queue so Omni-Channel has routing behavior for work assigned to that queue. The administrator must also select **Apply to existing records in queue** so cases that were already in the queue become eligible for routing.

A Case Assignment Rule can place new cases in a queue, but it does not cause pre-existing queue records to be pushed through Omni-Channel. A presence configuration controls agent capacity, but it does not associate queue work with routing behavior. Escalation rules are unrelated to initial Omni-Channel distribution.