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Service Cloud Administration (SU23)

Salesforce ADM-261

Version Demo

Total Demo Questions: 15

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Topic Break Down

Topic	No. of Questions
Topic 1, Pool A	185
Topic 2, Pool B	174
Total	359

QUESTION NO: 1

The cost of service for Universal Containers contact centers has steadily increased.

What solution should a consultant recommend to help reduce the cost of service? (Choose 2)

- A. Enable Ideas in a customer portal
- B. Enable Chatter for agent collaboration
- C. Create auto-response templates for incoming emails
- D. Enable Live Agent to handle incoming service inquiries

ANSWER: B D**QUESTION NO: 2**

UC is concerned with system performance in its contact center because the number of records has exceeded 40 million. What platform functionality might be affected by the number of contact records?

- A. Contact list view edit time
- B. Contact report run time
- C. Contact view page load time
- D. Contact related list load time

ANSWER: B**QUESTION NO: 3**

Universal Containers is implementing a call 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**QUESTION NO: 4**

Case escalation rules triggered on the last modification will be reset each time a user does which of the following actions?

- A.** Reads the case
- B.** Adds a related comment to the case
- C.** Adds an activity or sends an email from the case record
- D.** Edits the case
- E.** All of the above

ANSWER: D**QUESTION NO: 5**

Universal Containers' support management team has noticed an increase in wait times over the last several months when customers call in for support. Which two recommendations should a Consultant suggest to help decrease customer wait times? Choose 2 answers

- A.** Create reports to analyze call data in order to understand peak times and ensure adequate staffing.
- B.** Create a case escalation rules to route high-priority cases directly to supervisors for resolution.
- C.** Set up analytical snapshots to capture key case information and create historical trending reports.
- D.** Set up a Salesforce Customer Community that will allow customers to create cases online.

ANSWER: A D**QUESTION NO: 6**

Universal Containers wants to implement Omni Channel within Service Cloud for its representatives. What is the first step required to configure Omni Channel?

- A.** Enable Omni Channel in Setup.
- B.** Assign Users to the Omni Channel Feature License.
- C.** Assign Users to Omni Channel permissions.
- D.** Contact Salesforce to have Omni Channel enabled.

ANSWER: A**QUESTION NO: 7**

For which purpose should a contact center use Visual Flow?

- A.** To assign follow-up tasks to an agent one week after a case is closed.
- B.** To automatically assign cases to a specific queue based on the customer support level
- C.** To escalate to the support manager if it has been open for more than 72 hours
- D.** To automate business processes for agents who troubleshoot customer support issues via phone

ANSWER: D**QUESTION NO: 8**

Universal Containers requires that users have the ability to view specific cases, as determined by the product type field on the case. An email should be sent to the users when a case to which they have access is created or closed. What should a consultant recommend to meet these requirements? (Choose 2)

- A.** Escalation rules
- B.** Case teams
- C.** Workflow rules
- D.** Auto-response rules

ANSWER: B C**QUESTION NO: 9**

Universal Containers recently deployed a Salesforce Knowledge implementation, but is looking to evaluate the quality of the articles being produced.

What should the Consultant recommend to gather information on Knowledge article usefulness?

- A.** Contact Salesforce to send a report on article efficacy.
- B.** Send out a monthly survey to customers requesting feedback.
- C.** Install Knowledge Base Dashboards and Reports AppExchange package.
- D.** Create a group of super users that will evaluate and manage articles.

ANSWER: C**QUESTION NO: 10**

A case has not been closed even after 30 days, but those cases can be closed in 7 days. What should the consultant do to overcome 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: C D**QUESTION NO: 11**

Support Managers have requested the ability to provide real-time feedback to Agents during customer chat sessions.

What feature should a consultant configure to meet this requirement?

- A. Push Notifications
- B. Case Feed
- C. Omni-channel Supervisor
- D. Next Best Actions

ANSWER: C**QUESTION NO: 12**

What are three considerations when adding a report chart to a Console Component? Choose 3 answers

- A. The report chart is added to the Page Layout.
- B. The report is shared with a Chatter Group.
- C. The report is a Summary or Matrix report.
- D. The report contains a chart.
- E. The report has a standard Report Type.

ANSWER: C D

QUESTION NO: 13

What is the primary function of a private branch exchange (PBX)?

- A. To receive multiple calls at one time
- B. To use speech recognition to direct calls
- C. To report the caller's background information
- D. To mate calls to different agents

ANSWER: A

QUESTION NO: 14

Universal Containers wants to implement a new web presence to support its customers. It has provided the following requirements:

- Ability for visitors to search Knowledge articles without registering or logging in
- Ability for over one million registered customers to securely submit cases and view the status of those cases
- Ability to display white papers to registered customers
- Ability for registered customers to save favorite Knowledge articles for easy access later

What should the consultant recommend as part of the solution?

- A. Implement Partner Communities with Knowledge.
- B. Implement Customer Communities with Content.
- C. Implement Employee Communities with Content.
- D. Implement Customer Communities with Knowledge.

ANSWER: D

QUESTION NO: 15

In the telesales contact center, Universal Containers has three-step and five-step order process, contingent on the type of product sold. Which approach should be used to optimize the order process? Choose 2 answers

- A. Use Visualforce to create a wizard for each process
- B. Organize the fields on the page layout to match each process
- C. Use Visual Workflow to streamline the process
- D. Create a custom object for each step in the process

ANSWER: B C

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