

# Salesforce Certified Administrator

1. Agents at Universal Containers are required to update the case status to Waiting for Customer after they send an email to the case contact. Support Managers are noticing that many Agents are forgetting to perform this step.

What should a consultant recommend to address this problem?

A. Configure Process Builder

B. Activate a Validation Rule

C. Define Case Escalation Rules

D. Create a Case Macro

**Answer(s): D**

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2. A consultant has been hired to integrate a client's phone system with the Salesforce Service Console.

What are two key considerations for this integration? Choose 2 answers

A. CTI Adapter configuration

B. Lightning Console enablement

C. Call Center Definition File creation

D. Service Console case creation configuration

**Answer(s): A C**

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3. Universal Containers is planning to provide different levels of support to customers in order to ensure its Agents are working within the confines of the Service Level Agreement.

Which feature should the Consultant consider?

A. Omni-Channel

B. Entitlements

C. Case Escalation

D. Case Milestones

**Answer(s): B**

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4. The contact center at Universal Containers offers support through phone, email, public website, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management.

Which two reports should the contact center manager present to executive management?

Choose 2 answers

A. Number of cases closed by self-service users.

B. Average call handle time by team.

C. Number of Knowledge articles created each month.

D. Number of cases created using Communities by month.

**Answer(s): A D**

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5. Which three are characteristics of Visual Workflow? Choose 3 answers

A. Apex code must be used to update fields in the database.

B. Elements can be used to pass data to legacy systems.

C. Apex code must be used to pass data to legacy systems.

D. Only one version of a flow can be activated at a time.

E. Elements can be used to update fields in the database.

**Answer(s):** A B D

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6. A manager would like information on the knowledge base searches conducted by customers and call center agents.

Which two metrics are useful for identifying knowledge article effectiveness? Choose 2 answers

A. Knowledge search query with no results.

B. Knowledge articles with the lowest rating.

C. Number of knowledge articles in each data category.

D. Knowledge articles created by call center agents.

**Answer(s):** A B

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7. Universal Containers is launching a full line of new products and Service Cloud should support the following requirements:

- Agents need to collaborate with other teams.
- The product development team needs to be alerted on high-priority cases for specific products.

Which solution will meet these requirements?

A. Use Process Builder for notifications and case teams to monitor cases.

B. Use Process Builder for notifications and account teams to monitor cases.

C. Use escalation rules for notifications and account teams to monitor cases.

D. Use escalation rules for notifications and case teams to monitor cases.

**Answer(s):** A

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8. A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system.

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Which two metrics can be used to assess the success of the new workforce management system? Choose 2 answers

A. Number of calls offered

B. Agent utilization

C. Quality monitoring score

D. Schedule adherence

**Answer(s):** B D

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**9.** Universal Containers (UC) wants to schedule for repair service when an agent is unable to solve the customer's problem via the call center.

What functionality should a consultant recommend to satisfy the UC's need?

A. omni Channel

B. Contact Request

C. Field Service

D. Mobile Connect

**Answer(s):** C

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**10.** Universal Containers wants to notify Support Managers when a new case have been untouched from more than two business days.

Which approach should a consultant implement?

A. Define case auto-response rules.

B. Estabalish case assignment rules.

C. Use Flow Builder to create a flow with scheduled path.

D. Configure case escalation rules.

**Answer(s): D**

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**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(s): C**

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**12.** The contact center at universal containers wants to increase its profit margins by promoting call deflection with service cloud.

Which two solutions should a consultant recommend?

Choose 2 answers

A. Customer community

B. Knowledge base

C. Service cloud console

D. Automatic call distribution

**Answer(s): A B**

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**13.** Universal Containers has an active presence on Twitter and Facebook. Customers' requests from these social media channels should be responded to by support agents.

What should a consultant recommend to meet this requirement?

- A. Social Persona for Twitter and Facebook.
- B. Social Media Marketing message tagging.
- C. Social Customer Service for Twitter and Facebook.
- D. Einstein Bot social queues.

**Answer(s): C**

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**14.** A recent survey at Cloud Kicks (CK) shows a decrease in customer satisfaction due to the length of time it takes to resolve cases. A case analysis shows many similar cases that can be solved quickly with the same set of steps. CK has already enabled Knowledge Management.

What is the recommended method to decrease the time it takes to close cases?

- A. Create Synonym Groups.
- B. Create Article Translation.
- C. Enable Suggested Articles.
- D. Add Data Category Groups.

**Answer(s): C**

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**15.** Universal Containers wants to implement a customer service site. The goal of the site is to enable community members to access, create, and manage cases online.

How should the consultant implement these requirements?

- A. Change the org-wide default for cases and contacts internal access to private.
- B. Update the case assignment rule to add the site member to the predefined case team.

C. Create a sharing rule to share the contact record with the site member.

D. Set up a sharing set to grant access based on the site member's contact record.

**Answer(s): D**

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**16.** Universal containers is looking for ways to provide more proactive support and to promote its brand on the internet with minimal investment. A consultant recommends installing the Social Customer Service Start Pack.

Which two feature should the consultant recommend as part of the deployment?

A. Select two Twitter or Facebook accounts.

B. Create and assign permission sets to give agents social account access.

C. Retrieve Social Studio credentials.

D. Enable the Moderation feature to automatically create cases from posts.

**Answer(s): A B**

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**17.** 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(s): C**

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**18.** The Vice President (VP) of Customer Support for Universal Containers has issued a mission statement that "We will empower our customers to interact with us in the way of their choosing." Universal Containers has recently deployed a new toll-free interactive voice response (IVR) system and knowledgebase. The VP has asked the management team to make additional system enhancements to fulfill this mission statement.

Which three should the consultant recommend to achieve the mission statement? Choose 3 answers

- A. Replace the existing "Chat Now" button on the Customer Community with a toll- free phone number.
- B. Create a central "Contact Us" page which provides access to all available channels.
- C. Enforce that customers must search the knowledgebase before they can see the Contact Us page.
- D. Optimize the customer community for mobile devices to have access to the same support as desktops.
- E. Enable customers to be emailed FAQs by accessing the interactive voice response 24 hours per day.

**Answer(s):** B C D

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**19.** Universal Containers has defined a set of steps that each Case must go through, from submission to closure. In addition, each step must be completed within a specific amount of time. What approach should a consultant recommend to meet these requirements?

- A. Configure Case Escalation Rules.
- B. Define Entitlement and Milestones.
- C. Use Process Builder with Scheduled Actions
- D. Enable Omni-Channel Routing.

**Answer(s):** B

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**20.** Milestones can be added to which three object types?

Choose 3 Answers

A. Work order

B. Case

C. Service

D. Entitlement

E. Account

**Answer(s):** A B

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