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QUESTION 1

Cloud Kicks channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate.

What can be done to increase partner satisfaction with the Leads being shared?

- A. Utilize the Lead score on the Find Duplicate button, and then assign the Leads with a score in the high category.
- B. Configure Einstein Insights prior to Leads routing to the partner channel.
- C. Configure a custom lead score field to assess Lead quality, then assign the Leads that exceed this score to partners.
- D. Utilize the Partner Lead Validator to populate a Lead score and assign to a partner channel queue.
- E. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.

Correct Answer: C

QUESTION 2

Cloud Kicks likes to have its supervisors coach the consultants based on the call transcripts. Which Salesforce product should the consultant recommend?

- A. Salesforce Service Cloud
- B. Salesforce native CTI Connector
- C. Salesforce High Velocity Sales
- D. Salesforce Sales Cloud

Correct Answer: C

QUESTION 3

Cloud Kicks acquired a shoe distribution partner. The Marketing and Sales Directors want to migrate the existing sales and marketing data into Cloud Kicks' Salesforce instance.

Which three aspects should the Consultant consider before proceeding with the data migration? Choose 3 answers

- A. Classic feature that have been improved by Lightning Experience
- B. Total number of records being imported compared to the Salesforce edition
- C. Criteria to apply to records that should be archived before migration
- D. Number of marketing campaign licenses required for the migration
- E. Volume of customer, partner, and prospect data from existing system

Correct Answer: CDE

QUESTION 4

Which advantage does Salesforce provide with the OpenCTI framework?

- A. Agents can use telephone on a wide range of browsers and operating systems while only developing once
- B. Developers can integrate with any telephone platform available with little to no need for a customization
- C. Agents can run their Softphone at the operating system level, embedded in the task bar or system tray
- D. Developers can embed API calls and process on web pages to automate call handling processes

Correct Answer: D

QUESTION 5

What are the key data management challenges? (Select all that apply)

- A. The system must enable easy and correct entry of data
- B. Users must be able to find and trust data in the system
- C. Data must not be available to certain roles
- D. The system must keep the data clean for future use
- E. Users must not use the same data too often to avoid contamination

Correct Answer: ABD

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