



salesforce



Salesforce.com Certified Service Cloud Consultant **Study Guide**

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About the Salesforce.com Certified Service Cloud Consultant Program

The Salesforce.com Certified Consultant program is designed for consultants who have experience implementing Salesforce Service Cloud solutions in a customer-facing role. The intended audience has proven experience with the administration and configuration of a Salesforce application, as demonstrated through successful completion of the Salesforce.com Certified Administrator exam. The Salesforce.com Certified Service Cloud Consultant is able to successfully design and implement Service Cloud solutions that meet customer business requirements, are maintainable and scalable, and contribute to long-term customer success.

Section 1. Purpose of this Study Guide

This study guide is designed to help you evaluate if you are ready to successfully complete the Certified Service Cloud Consultant exam. This guide provides information about the target audience for the certification program, the recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce.com highly recommends a combination of on-the-job experience and self-study to maximize your chances of passing the exam.

Section 2. Audience Description: Salesforce.com Certified Service Cloud Consultant

A Salesforce.com Certified Service Cloud Consultant designs and deploys solutions that support customer business processes and requirements using Salesforce applications. The consultant has experience designing solutions using the Service Cloud functionality and can lead the implementation of these solutions within a customer organization. The consultant has both contact center industry experience and expertise in Salesforce applications including the knowledge needed to implement multiple applications in common customer scenarios.

The Salesforce.com Certified Service Cloud Consultant is interested in demonstrating his/her expertise as a cloud computing implementation consultant with a specialty in the contact center domain. The Salesforce.com Certified Consultant has 2–5 years of experience as a senior business analyst and has developed the skills outlined below:

- Experience managing implementation projects
- Strong analytical and problem solving skills
- Deep knowledge of the Salesforce product lines
- Solid understanding of Internet technologies and cloud computing
- Solid understanding of data management and database concepts
- Familiarity with the software development life cycle
- Ability to:
 - Design and implement successful solutions
 - Anticipate and mitigate risk
 - Meet and manage customer expectations
 - Increase customer confidence
 - Consistently deliver effective business solutions
 - Manage solution delivery and any issues that arise
 - Build solutions that are scalable and maintainable
 - Set up change management practices to ensure long-term solution success

- Troubleshoot and resolve issues
- Prioritize and escalate customer issues

Section 3. About the Exam

The Salesforce.com Certified Service Cloud Consultant exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 1 hour and 45 minutes
- Passing score: 73 percent
- Registration fee: USD 200
- References: No hard-copy or online materials may be referenced during the exam
- Prerequisites: Successful completion of the Salesforce.com Certified Administrator exam

Section 4. Recommended Training and References

Salesforce.com Training and Certification recommends experience implementing Service Cloud solutions in the contact center domain with hands-on practice in the areas listed in the Exam Outline section below as preparation for the exam.

In addition, Salesforce.com Training and Certification recommends the following resources as preparation for this exam:

- Online course: Service Cloud Success: Implementing Case Management Across Channels
- Online course: Service Cloud Success: Implementing Salesforce Knowledge
- Online course: Understanding Contact Centers

Other helpful resources:

- Online course: Implementing CRM Essentials
- Online course: Implementing the Service Cloud
- Online course: Automating Your Service Cloud
- Online course: Launch Your Own Customer Portal
- Online course: Administering Salesforce Knowledge
- Online course: Publishing Articles with Knowledge
- Online course: Force.com Connect for CTI
- Online course: Reporting for Call Center Managers
- Implementation Guide: [Case Management](#)
- Implementation Guide: [Salesforce Knowledge](#)
- Implementation Guide: [Entitlement Management](#)
- Implementation Guide: [Salesforce Customer Portal](#)

In addition to the resources above, Salesforce.com Training and Certification recommends studying the online Documentation by searching for topics listed in the Exam Outline section below and fully reviewing all information related to those topics. Online courses, Documentation, Tip Sheets and User Guides can be

accessed through the [Help](#) site in your Salesforce CRM application by clicking **Help & Training** in the top-right corner of your screen (requires login).

Documentation is also available in PDF format here: <https://na1.salesforce.com/help/doc/en/sf.pdf>.

Register for instructor-led courses here: <http://www.salesforce.com/training>.

Section 5. Exam Outline

The Salesforce.com Certified Service Cloud Consultant exam measures a candidate’s knowledge and skills related to the objectives listed below. A candidate should have hands-on experience implementing Service Cloud solutions and have demonstrated the application of each of the features/functions below.

Objective	Weighting
Industry Knowledge	13%
Explain the factors that influence key contact center metrics, KPIs, and business challenges	
Explain common call deflection techniques	
Identify challenges and considerations for business continuity in the contact center	
Compare and contrast the different types of contact centers and their business drivers (help desk, product support, telesales, service, field service, etc.)	
Identify the core tenets of KCS and ITIL	
Define the components of a typical contact center	
Implementation Strategies	13%
Given a scenario, determine how to facilitate a successful consulting engagement (plan, gather requirements, design, build, test, and document)	
Given a scenario, determine appropriate contact center deployment strategies	
Given a scenario, recommend appropriate adoption and measurement strategies based on customer size, implementation design, and required metrics	
Service Cloud Solution Design	14%
Given a scenario, analyze customer requirements to determine an appropriate solution design considering capabilities, limitations, and design trade-offs	
Distinguish when it’s appropriate to include custom application development	
Distinguish the key components that contribute to performance optimization within a design	
Explain the capabilities of, use cases for, and how to configure the Service Cloud Console in Salesforce	
Knowledge Management	10%
Explain the knowledge article life cycle, including creation, publishing, consumption, and feedback	
Given business process requirements, determine the appropriate approach to manage Knowledge adoption and maintenance	
Compare and contrast Solutions, Knowledge, and Answers	
Given a set of requirements, determine how to configure data categories, article types, and publishing workflow	
Distinguish the key factors to consider when designing a Knowledge data migration strategy	
Interaction Channels	13%
Describe the use cases and functionality for each interaction channel, including CTI/telephony, chat, Web, Ideas, Answers, email, and social media	
Differentiate between on-premises and on-demand email-to-case and explain how to configure each	
Explain the Salesforce CTI features, architecture, and implications	
Compare and contrast the self-service portal, customer portal, and sites	
Given a set of requirements, explain the key considerations when configuring a customer portal	
Case Management	22%
Given a set of requirements, design a case management solution from case creation to closure, including case assignment, case escalation, case resolution, and case disposition	
Describe the relationships between cases and other areas, such as assets, entitlements, portals, Knowledge, and Solutions	

Objective	Weighting
Given a set of KPIs, determine the appropriate case management solution	
Identify use cases for Chatter within case management	
Explain the capabilities of, use cases for, and how to configure the service entitlements in Salesforce	
Explain the capabilities and use cases of visual workflow in Salesforce	
Identify the available options for incorporating surveys into the case management process	
Contact Center Analytics	8%
Given a set of desired metrics, determine the appropriate reporting solution while taking into account data sources, data volume, and various contact center technologies	
Given a scenario, evaluate the considerations when designing reports and dashboards to serve different stakeholders (agents, supervisors, managers, executives)	
Integration and Data Management	7%
Given a scenario, analyze the implications and design considerations of large data and transaction volumes	
Explain the use cases and considerations common to contact center integration patterns	
Explain the use cases and considerations for data migration	

Section 6. Sample Exam Questions

The following questions are representative of those on the Salesforce.com Certified Service Cloud Consultant exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

- Which task should be included in a business continuity plan for a contact center?
(There are three correct answers.)
 - Route cases to agents in an alternate center.
 - Disable the Interactive Voice Response system.
 - Deliver training on case handling for contingent staff.
 - Update the case status field values.
 - Monitor service level agreements (SLAs) and notify customers.

- Universal Containers plans to deploy the new Service Cloud console to its support team. Which steps should be considered in deployment?
(There are three correct answers.)
 - Customize highlights panels for all objects.
 - Set up interaction logs and assign them to user profiles.
 - Assign users the Service Cloud User feature license.
 - Set up users and assign them to a queue.
 - Customize case list views.

3. Universal Containers needs to closely manage the publishing life cycle for articles in Knowledge. Article managers will be granted different publishing capabilities, from article creation through archiving published articles.

How should the permissions for article managers be set up?

- A. Create public groups with article managers and assign each group to specific article actions.
- B. Create publication teams with article managers and assign each team to specific article actions.
- C. Create public groups with article managers and assign each group to specific publication states.
- D. Create publication teams with article managers and assign each team to specific publication states.

4. A support agent has a detailed question about product functionality. The agent needs to access a real-time response from internal subject matter experts.

Which feature will help the support agent send this question to the right group of people?

- A. Mass email.
- B. Chatter groups.
- C. Public groups.
- D. Escalation rule.

5. Which native Service Cloud solution is used for case satisfaction surveys?

- A. Enable the case survey option on the case object.
- B. Enable the case survey auto-response rule.
- C. Check the survey option in the case settings.
- D. Create a Web-to-case form with a custom case type of survey.

Section 7. Answers to Sample Exam Questions

- 1. A, C, E
- 2. A, B, C
- 3. A
- 4. B
- 5. D

Section 8. Maintaining a Certification

Successful completion of online, release-specific Salesforce.com Certified Administrator exams is required to maintain the pre-requisite to the Salesforce.com Certified Service Cloud Consultant credential. Release exams are published three times a year for each of the Salesforce.com product releases throughout the year.

Successful maintenance of the pre-requisite credential, Salesforce.com Certified Administrator, is required to maintain this credential. An annual maintenance fee of \$100 will be charged when registering for every third release exam, based on when the pre-requisite credential was earned. The maintenance fee includes the three release exams and access to the supporting training material. Salesforce.com Certified professionals will be notified automatically when new release training material and exams become available.



For more information:

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