



Certification Exam Guide

SALESFORCE CERTIFIED SERVICE CLOUD CONSULTANT

Spring '17



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ABOUT THE SALESFORCE CERTIFIED SERVICE CLOUD CONSULTANT PROGRAM

The Salesforce Certified Service Cloud 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 Certified Administrator exam. The Salesforce 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 EXAM GUIDE

This exam 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 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 CERTIFIED SERVICE CLOUD CONSULTANT

A Salesforce 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.

Salesforce Certified Service Cloud Consultants are interested in demonstrating their expertise as cloud computing implementation consultants; with a specialty in the contact center domain. The Salesforce 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 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 Certified Service Cloud Consultant exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions*
- Time allotted to complete the exam: 105 minutes
- Passing score: 67%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- References: No hard-copy or online materials may be referenced during the exam.
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- Prerequisite: Salesforce Certified Administrator credential
- Please note:
 - When evaluating questions and answers, please consider all currently available features including those available in either Lightning Experience or Salesforce Classic.
- On occasion, Salesforce Certification may place a small number of unscored questions on an exam in order to gather data on question performance. These unscored exam questions are in addition to the 60 scored questions on your exam, and have no impact whatsoever on your final exam score

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce University recommends a combination of: hands-on experience, training course completion, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To access the most comprehensive training list, download a copy of our Salesforce Guide to Certification available [here](#).

To enroll in instructor-led courses and launch online training from your Salesforce application, click the **Help & Training** link in the upper right corner of the screen (requires login) and search for the desired courses. Non-Salesforce customers can register for instructor-led courses [here](#).

Instructor-Led Training recommended for this exam:

- Instructor-led course: Preparing for Your Salesforce Service Cloud Consultant Certification (CRT-261)

To review online Documentation, Tip Sheets, and User Guides, search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training**. Documentation is also available in PDF format [here](#).

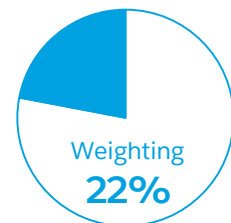
Trailhead trails can be accessed [here](#).

SECTION 5. EXAM OUTLINE

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

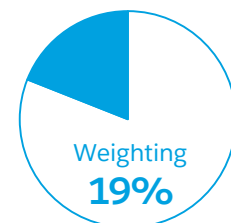
INDUSTRY KNOWLEDGE

- Explain the factors that influence key contact center metrics, KPIs, and business challenges.
- Explain the uses cases and benefits for different interaction channels.
- 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/depot repair, B2C, B2B, etc.).
- Identify the core tenets of KCS.
- Describe how various components of a contact center can solve different business challenges.



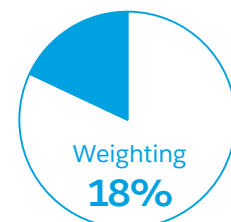
IMPLEMENTATION STRATEGIES

- 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.



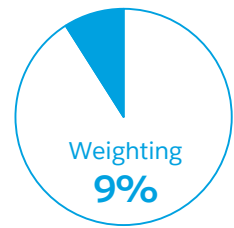
SERVICE CLOUD SOLUTION DESIGN

- Given a scenario, analyze customer requirements to determine an appropriate solution design considering capabilities, limitations and design trade-offs.
- Distinguish when it is appropriate to include custom application development or third-party applications.
- Distinguish the key components that contribute to performance optimization within a design.
- Describe the user experience requirements that can be solved by the Salesforce Console for Service.



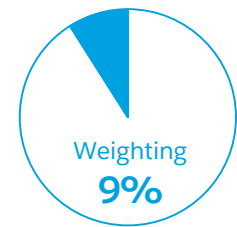
KNOWLEDGE MANAGEMENT

- Explain the knowledge article lifecycle including creation, publishing, consumption, and feedback.
- Given business process requirements, determine the appropriate approach to manage Knowledge adoption and maintenance.
- 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.



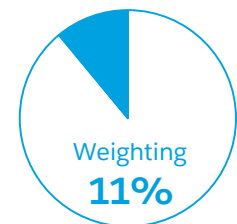
INTERACTION CHANNELS

- Describe the use cases and functionality for each interaction channel including mobile, phone, email, web, chat and social media.
- Differentiate between the available email-to-case and web-to-case solutions and explain how to configure each.
- Explain the Open CTI features, architecture, and implications.
- Explain the design considerations (user interface, user profiles, objects to expose, sharing model, reporting, etc.) and best practices when configuring an interaction channel solution (mobile, phone, email, web, chat, or social media).



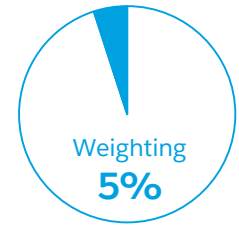
CASE MANAGEMENT

- 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, work orders, Communities, Live Agent, and Knowledge.
- Given a set of KPIs, determine the appropriate case management solution.
- Explain the capabilities, use cases, and how to configure the service entitlements in Salesforce.
- Explain the use cases, capabilities and limitations of Visual Workflow important to case management.
- Identify capabilities for managing cases using social media (Radian6, Social Hub, Salesforce for Twitter and Facebook).



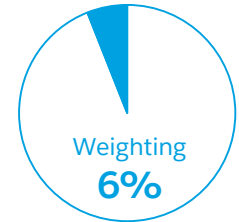
CONTACT CENTER ANALYTICS

- Given a set of desired metrics, determine the appropriate reporting solution taking into account data sources, data volume, and various contact center technologies (ACD, IVR, PBX, etc.).
- Given a scenario, evaluate the considerations when designing reports and dashboards to serve different stakeholders (agents, supervisors, managers, executives).



INTEGRATION AND DATA MANAGEMENT

- 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.



SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce 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 this set of questions.

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

2. Universal Containers plans to deploy Salesforce Console for Service to its support team. Which step should be considered in deployment?
Choose three answers
 - A. Customize highlights panels for all objects.
 - B. Set up interaction logs and assign them to user profiles.
 - C. Assign users the Service Cloud User feature license.
 - D. Set up users and assign them to a queue.
 - E. 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?
Choose one answer
 - 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?

Choose one answer

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

5. A Contact Center Manager has recently implemented Social Customer Service.

What metric can the Manager use to measure the success of the implementation?

- A. Reduced Twitter followers.
- B. Reduced social engagement score.
- C. Reduced call volume.
- D. Reduced social media mentions.

6. Universal Containers plans to implement Salesforce Knowledge for their U.S. Call Center to assist agents in providing customer support.

Which three options should they consider when planning their implementation?

- A. What types of information they need to publish.
- B. Who can approve and manage the information published.
- C. How information should be categorized.
- D. Where call center support agents are located.
- E. When the knowledge maintenance window is available.

SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. A, C, E
2. A, B, C
3. A
4. B
5. C
6. A, B, C

SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Click [here](#) for information regarding requirements and cost to maintain your Salesforce certification.

If you earned the Salesforce Certified Service Cloud Consultant credential on or before March 23, 2017 you are required to pass the Salesforce Certified Administrator – Spring '17 Release Exam. Click [here](#) for details about the release exam objectives, number of questions, recommended preparation, and registration information.

ABOUT SALESFORCE UNIVERSITY

Salesforce University offers a comprehensive catalog of courses and certifications to help you administer, develop, and use your organization's Salesforce environment. Whether you need a customized private course for your whole team or an in-depth instructor-led classroom experience for one person, Salesforce University can help you take the next steps on your journey to success. Contact us today to learn how we can help you get the most out of your Salesforce investment.

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