



Salesforce

AP-226 Exam

Contact Center Accredited Professional

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Question 1. (Single Select)

The customer wants to personalize customer interactions based on past interactions and preferences. Which data model element facilitates this?

- A: Custom fields capturing customer preferences and purchase history.
- B: Case history tracking with details of previous interactions and resolutions.
- C: Segmentation rules defining customer groups based on specific criteria and behavior.
- D: All of the above, used in combination for comprehensive customer context and personalized experiences.

Correct Answer: D

Explanation:

Personalizing customer interactions in Salesforce Contact Center involves leveraging various data elements to understand and predict customer needs effectively. The elements include:

Custom fields: These capture specific customer preferences and historical data like purchase history. This helps in tailoring offerings and communication specific to individual preferences.

Case history tracking: This element records details of past interactions, issues, and resolutions, providing a context-rich background that enables service agents to provide more informed and empathetic responses.

Segmentation rules: These help in categorizing customers into different groups based on their behaviors and specific criteria, which can then be used to target communications and services more effectively.

Using these elements in combination allows for a comprehensive view of the customer, enabling highly personalized experiences that are responsive to individual customer profiles, history, and preferences. More details can be found in Salesforce's resource on creating personalized customer experiences using Salesforce Contact Center, available at [Salesforce Contact Center Personalization](#).

Question 2. (Multi Select)

While manually changing presence status is an option, it's not the most ideal solution for Ursa Major Solar's concern about capturing call summaries in Service Cloud Voice. Here are two better suggestions:

Ursa Major Solar (UMS) would like to set up customer push notifications as part of t Engagement upgrade project.

For which channels can UMS implement this?

- A: SMS Messaging
- B: Facebook Messenger
- C: Messaging for In-App

Correct Answer: A, B, C

Explanation:

Ursa Major Solar can implement customer push notifications across various channels including SMS Messaging, Facebook Messenger, and Messaging for In-App as part of their Customer Engagement upgrade project. These channels are supported by Salesforce's marketing and engagement tools, allowing for the delivery of timely and relevant notifications directly to customers' devices. Utilizing these channels for push notifications can enhance customer engagement by providing updates, promotions, and alerts that encourage interaction and improve customer experience.<https://www.salesforce.com/products/marketing-cloud/best-practices/push-notification-strategy/>

Question 3. (Single Select)

The customer desires seamless integration with their existing CRM system. Which functionality bridges this gap?

- A: Data Import Wizard
- B: Partner Integrations
- C: Einstein Analytics
- D: Apex Code Development

Correct Answer: B

Explanation:

Partner integrations in Salesforce Contact Center allow for seamless integration with existing CRM systems by leveraging pre-built connectors and integration apps available on Salesforce AppExchange. These partner solutions are specifically designed to integrate diverse systems with Salesforce, ensuring that data flows smoothly between Salesforce and other CRMs without needing custom development. This enables businesses to enhance their customer service capabilities by integrating their existing tools and databases into a unified Salesforce environment.

Question 4. (Single Select)

The customer needs advanced customization for specific workflows. Which option provides flexibility?

- A: Out-of-the-box configuration
- B: Salesforce Flow
- C: Third-party development
- D: Custom Apex coding

Correct Answer: B

Explanation:

Salesforce Flow provides the flexibility needed for advanced customization of specific workflows within the Salesforce environment. It allows admins and developers to automate complex business processes and create rich, guided user experiences. The tool offers a drag-and-drop interface to design customized workflows, which can handle various actions like data collection, records updates, and complex logic without the need for custom code.

Question 5. (Single Select)

The customer wants to track agent performance and customer satisfaction. Which functionality provides valuable insights?

- A: Field History Tracking
- B: Reports & Dashboards
- C: Einstein Discovery
- D: Process Builder

Correct Answer: B

Explanation:

Reports and Dashboards in Salesforce provide comprehensive insights into agent performance and customer satisfaction. They enable organizations to create detailed reports and visualize data through customizable dashboards, which helps in monitoring key performance indicators (KPIs) and trends. This functionality supports decision-making by providing real-time data analysis, aiding in the improvement of agent performance and the enhancement of customer satisfaction levels.



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