



## **Salesforce**

### **Exam Questions Experience-Cloud-Consultant**

Salesforce Certified Experience Cloud Consultant (SU21)

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#### NEW QUESTION 1

Universal Containers is looking to onboard three new partners to the community.

\* Each partner have a branded experience containing their colors and logo.

\* Gold and silver partners should have access to the Leads inbox component, but Bronze partners should not.

\* Bronze partners should not have access to the Leas tab.

How should an administrator solve for these requirements?

- A. Create branding sets, audience targeting, and navigation menu targeting.
- B. Create branding sets, audience targeting and a custom Navigation menu component.
- C. Create a separate community for each partner with audience targeting.
- D. Create branding sets, a separate page variation for each partner, and a custom Navigation Menu component.

**Answer:** A

#### NEW QUESTION 2

The Experience Cloud site manager of Cloud Kicks has enabled reputation for its community members, As per the recommendation given by the Experience Cloud consultant, a decision was made to use the out of the box features.

Which two things happen automatically when the site manager enables automation? Choose 2 answers

- A. Customer portal members gain the ability to provide badges to other members.
- B. Inactive and active members are assigned default reputation points.
- C. Chatter influence is removed from the Contribution section on the Profile page.
- D. Default point system and set of reputation levels become available.

**Answer:** CD

#### NEW QUESTION 3

Ursa Major Solar is utilizing audience targeting for specific components in its portal. Which two considerations regarding audience targeting are true? Calculator Choose 2 answers

- A. You can't assign audiences to the components in the template header and footer sections.
- B. Available domains are created in the Administration workspace and associated with a community through a custom URL.
- C. You can't assign record-based criteria to a component or branding set.
- D. You can only have three audiences.

**Answer:** AC

#### NEW QUESTION 4

To which three objects can the Partner Super User access be applied? Choose 3 answers

- A. Opportunities
- B. Accounts
- C. Cases
- D. Custom Objects
- E. Campaigns

**Answer:** ACD

#### NEW QUESTION 5

Universal Containers (UC) would like to create a site for its existing customers. The site will contain articles, manuals, and FAQs. The site will also contain access to UC's Contracts object specific to each customer and the ability for customers to update their billing information, requiring them to log in to the site to access any information.

Which template should UC select when building its site?

- A. Customer Service
- B. Customer Account Portal
- C. Partner Central
- D. Help Center C

**Answer:** B

#### NEW QUESTION 6

Recently, Ursa Major Solar (UMS) decided it no longer wants to utilize Data Categories to control article visibility for its customer portal. UMS's users will need to be logged in to the portal in order to view any Knowledge articles.

Outside of Data Categories, what is another way UMS can control Knowledge article visibility?

- A. Permission Sets
- B. Branding Sets
- C. Sharing Rules
- D. Audience Targeting

**Answer:** A

#### NEW QUESTION 7

Universal Containers (CU) has been using Salesforce to manage its sales and service processes. UC also an Experience Cloud site to interact with its customers.

UC has now acquired Cloud Kicks (CK) Retail to grow its business, CK also uses Salesforce and a self-service site built on the experience Cloud to allow its customers to log support requests. UC now wants its customers to be able to use CK's self-service site so they can have a more integrated experience. What should an Experience Cloud consultant recommend so that UC's can log in to CK's site?

- A. Create separate user account for UC customer in CK's Experience Cloud site, since SSO cannot be established between two Experience Cloud sites.
- B. Use a third-party identity provider to establish SSO between the two Experience Cloud sites, since Salesforce can only be used as a service provider.
- C. Establish SSO between the two Experience Cloud sites by using one org as an identity provider and the other org as a service.
- D. Create custom Apex handlers using login method from site class to sign in users from one community to the other.

**Answer: C**

#### NEW QUESTION 8

What are two Salesforce recommendations for setting up partner roles in large orgs? Choose 2 answers

- A. Create partner roles in the same branch in your Role Hierarchy.
- B. Create partner roles in a separate branch in your Role Hierarchy.
- C. Grant partner users access to the partner account using a Sharing Rule.
- D. Reduce the number of roles to one to improve system performance.

**Answer: BC**

#### NEW QUESTION 9

Cloud Kicks wants to allow site users to tag site content with custom tags or member-created topics. Which two permissions must be enabled for site users in Setup to accomplish this?

Choose 2 answers

- A. Create Topics
- B. Assign Topics
- C. Tags Allowed
- D. Member Can Access Topics

**Answer: AB**

#### NEW QUESTION 10

Dreamscape Flowers recently launched three Experience Cloud sites for North America, Europe, and Asia Pacific regions. The Community managers have installed the Salesforce Communities Management package and are getting useful insights on adoption and engagement. During the Community managers' weekly meeting, the Community manager for Europe mentioned that the preconfigured Insights reports cannot be used for their Experience Cloud site.

What is the reason for this issue?

- A. The Community manager for Europe does not have System Administrator privileges.
- B. The preconfigured Insights reports need to be modified to meet GDPR requirements.
- C. The Experience Cloud site for Europe is not using Chatter which is needed to use the preconfigured Insights reports.
- D. The Experience Cloud site for Europe has more than a million users.

**Answer: AB**

#### NEW QUESTION 10

Ursa Major Solar (UMS) is automating its business processes using Salesforce. UMS wants its Platinum partners to be able to approve installation projects and deals. In which two ways can UMS accomplish this? Choose 2 answers

- A. Assign external users as approvers on records and create a digital experience for those users.
- B. Assign external users as the co-owners on records and create a digital experience for those users.
- C. Add external users directly to approval queues and create a digital experience for those users.
- D. Assign external users Super User access on records and create a digital experience for those users.

**Answer: AC**

#### NEW QUESTION 13

Northern Trail Outfitters implemented a chatbot on its Experience site.

Which three KPIs could be used to help understand the chatbot's impact on customer service? Choose 3 answers

- A. Number of lead records created
- B. CSAT (Customer Satisfaction score)
- C. Case deflection
- D. Average Handle Time compared to Bot Session Time
- E. Case Type by Issue

**Answer: BCD**

#### NEW QUESTION 14

Get Cloudy Consulting wants to leverage Metadata API for migrating changes between environments. What are the three key features of Metadata API? Metadata API might require manual migration for changes that involve unsupported settings and features.

- A. Metadata API is ideal when multiple work streams are involved.
- B. Metadata API can be used programmatically as well as declaratively.
- C. Metadata API is ideal for when the changes are complex.

D. Metadata API supports migrating all Communicates settings and features.

**Answer:** ABD

#### NEW QUESTION 18

Dreamscape Flowers (DF) has a community for its flower growers. DF now wants to create communities for its franchisee network as well as direct B2C customers as part of a company-wide digital transformation. Other subsidiaries of DF are also undergoing digital transformation and are interested in setting up similar communities based on DF's approach.

In what two ways can Lightning Bolt help DF accomplish this? Choose 2 answers

- A. Lightning Bolts can be distributed and reused.
- B. Lightning Bolts can help reduce implementation time.
- C. Lightning Bolts can help minimize licensing and provisioning cost.
- D. Lightning Bolts can help organize, manage, and reuse digital content.

**Answer:** BC

#### NEW QUESTION 21

A consultant is setting up an experience for a client in a new org. The client insists on using standard profiles for external users. Which step is required in order to use standard profiles in an experience?

- A. Allow using standard external profiles for self-registration, user creation, and logging" must be enabled.
- B. Create a permission set with " Allow standard external profiles" check assign to all external users.
- C. Ensure the standard profile have Allow using standard external profiles for self-registration, user creation, and login' set to True.
- D. Customer Community Plus Login Experience license need to be used.

**Answer:** A

#### NEW QUESTION 23

Northern Trail Outfitters (NTO) is evaluating Experience Cloud for creating an onboarding app for new hires. Which two things should NTO consider when creating the onboarding app? Calculator

Choose 2 answers

- A. Experience Cloud cannot be used for employee apps.
- B. Not all Chatter posts inside Chatter groups within the employee app will be available in the main org.
- C. Employee apps are only available in Unlimited Edition.
- D. Chatter posts related to a record will be available in the employee app as well as the main org.

**Answer:** CD

#### NEW QUESTION 28

Northern Trail Outfitters (NTO) is building a digital experience for its independent researchers who will be collaborating with NTO's staff on their research-related submissions.

Which user visibility setting needs to be enabled at a minimum?

- A. None
- B. Site User Visibility
- C. Guest User Visibility
- D. Portal User Visibility

**Answer:** D

#### NEW QUESTION 33

Universal Containers (UC) wants to build a product registration site to allow guest users to register a product. The functionality will involve a multi-step flow.

How should UC enable the guest user to run the flow?

- A. Assign a single screen to multi-step flow and give the guest user access via page layout.
- B. Save the flow with the "System Context Without Sharing—Access All Data" option.
- C. Set the "Enable Lightning Flows for Guest User" toggle option to ON in Setup.
- D. Convert multi-step flow into individual flows and give the guest user access to each flow separately.

**Answer:** A

#### NEW QUESTION 34

Ursa Major Solar would like its Experience Cloud site's guest users to benefit from the suggestions that come from autocomplete on search terms. How should the administrator configure this?

- A. Use the Developer Console to add code to allow for autocomplete functionality.
- B. In Salesforce Setup, type "support settings" in the quick find bo
- C. Under the Autocomplete header, select the objects to appear in autocomplete for guest users.
- D. In the Search component property editor, open the Autocomplete section and click desired objects to appear in autocomplet
- E. Select "publicly available".
- F. In the Hero component property editor, open the Search Results section and click desired objects to appear in autocomplet
- G. Select "publicly available".

**Answer:** C

#### NEW QUESTION 38

DreamHouse Realty (DR) recently created a site for potential buyers. DR has a rich knowledge base organized in data categories and now plans to make those Knowledge articles available to site users.

Which two steps does DR need to take in order to ensure that new articles show up in the site on an ongoing basis without manual intervention?

Choose 2 answers

- A. Map articles to Content Topics.
- B. Map topics to data categories.
- C. Enable "Share on Sites" setting.
- D. Enable "Automate Topic Assignment" setting.

**Answer:** BD

#### NEW QUESTION 41

Dreamscape Flowers needs to create a digital experience that meets the following requirements:

- \* It allows for collaboration between customer and partner users.
- \* Self-service for customer users is available.
- \* Partner users create or resolve cases for their customers and need to see case data on a dashboard.
- \* Partner users do not manage Leads, Opportunities, or Campaigns. Which license type should a Salesforce Admin use for these partner users?

- A. Customer Community
- B. Customer Community Plus
- C. Employee Community
- D. Partner Community

**Answer:** B

#### NEW QUESTION 43

Which three permissions are included for a delegated administrator? Choose 3 answers

- A. Create and edit external user records.
- B. Manage object access for external users.
- C. Add external users to multiple accounts.
- D. Generate new passwords for external users.
- E. Manage permissions sets for external users on their account.

**Answer:** ADE

#### NEW QUESTION 44

Cloud Kicks (CK) wants to organize content on its site so that users can easily search and brows for information.

Which three features should CK use to accomplish this goal?

- A. Navigational Topics
- B. Content Topics
- C. Content Graph
- D. Featured Topic
- E. Navigation Tree

**Answer:** ABD

#### NEW QUESTION 49

Ursa Major Solar (UMS) would like to render a header and footer from an external content management system into its customer portal.

Which feature should UMS use to accomplish this?

- A. Developer Console
- B. Compact Header Properties
- C. Rich Content Editor
- D. CMS Connect

**Answer:** D

#### NEW QUESTION 51

Universal Containers (UC) wants to create a do-it-yourself site for its existing and prospective customers. The site will contain articles, belong manuals, and FAQs. Users will be able to ask questions and answer other users' questions on the site.

Which two Experience Cloud features should UC focus on as it starts building out the site? Choose 2 answers

- A. Public Site Connect
- B. Document Library Model (DLM)
- C. Guest user and public access settings
- D. Content Delivery Network

**Answer:** CD

#### NEW QUESTION 56

Dreamscape Flowers (DF) is evaluating Salesforce Partner Relationship Management (RPM) to help improve its current channel sales performance.

In what two ways can Salesforce PRM help DF accelerate channel sales? Choose 2 answers

- A. By automating partner entitlement assignment in Channel sales teams
- B. BY automating partner tiering in Channel sales hierarchy
- C. By automating partner lead routing
- D. By automating quoting with Salesforce CPQ

**Answer:** CD

#### NEW QUESTION 59

Universal Container (UC) has a business model that involves B2C as well B2B customers. A group of B2B customers has recently signed a contract with UC that would allow them to start working with the UC Support team in resolving low-severity B2C customer issues.

How should UC use Experience Cloud to accomplish this goal?

- A. Create a digital experience for B2C customers and B2B customers, and use the internal CRM app for employees.
- B. Create a single digital experience for B2C customers, B2B customers, and employees.
- C. Create a digital experience for B2B customers, a partner portal for B2B customers, and use the internal CRM org for employees.
- D. Create a digital experience for B2C customer and employees, and another one for B2B customers and employees.

**Answer:** B

#### NEW QUESTION 64

Zephyrus Relocation (ZRS) plans to launch a public site. ZRS would like to leverage a topic catalog so that site users can see all the organized topics in one place and easily navigate to any topic or subtopic.

Which step is required to set up a topic catalog?

- A. Create at least one subtopic and add the More Topic link when editing the navigation menu.
- B. Create at least one topic along with its subtopic.
- C. Enable Topic Hierarchy and create at least one topic with two subtopics.
- D. Create at least one topic and add the More Topics,,, ;link editing the navigation menu.

**Answer:** A

#### NEW QUESTION 69

Dreamscape Flowers (DF) is planning to use Salesforce Partner Relationship Management (PRM) to manage partner lifecycle. DF is aware that Salesforce PRM can help with channel sales, lead distribution, and co-marketing with partners.

Which other three features come standard with Salesforce PRM that DF can leverage without any code customization?

Choose 3 answers

- A. Partner Value Score Matrix
- B. Case Escalation
- C. AI-Powered Knowledge Base
- D. Partner Incentivization Map
- E. Chat

**Answer:** ACE

#### NEW QUESTION 72

What accurately sequences the necessary steps to create a partner user from an enabled partner account?

- A. 1) Edit the user record to assign the correct role/profile
- B. ee2) View the partner account contac
- C. Single Book3) Select Manage External User.4) Select Enable Partner User.5) Save.
- D. 1) View the partner account contact.2) Select Manage External Use
- E. Multiple Books3) Select Enable Partner Account.4) Edit the user record to assign the correct role and profile.5) Save.
- F. 1) View the partner account contact.2) Select Manage External User.3) Select Enable Partner User.4) Edit the user record to assign the correct role/profile.5) Save.
- G. 1) Edit the user record to assign the correct role/profile.2) View the partner account contact.3) Select Manage External User.4) Select Enable Partner Account.5) Save.

**Answer:** C

#### NEW QUESTION 77

Cloud Kicks (CK) is using audience targeting to display pages and components to certain users based on their assigned audience. The New York City account contain multiple departments; all of which belong to that account. One of the page virtualization of the Home page of CK's Experience Cloud site a assigned to the New York City audience. CK also has a Rich Content Editor component within this Home page that is assigned inly to the Legal Department audience.

Who will be able to see the Rich Content Editor component?

- A. New York City audience members with the Legal Department sharing set
- B. Members that are part of both the New York City audience and the Legal Department audience
- C. All Cloud Kicks Experience Cloud site members
- D. All New York City audience members.

**Answer:** B

#### NEW QUESTION 80

The mission of No More Homelessness (NMH) is to help every homeless person in the best possible manner through its Experience Cloud site. NMH's site manager wants to set up search engine optimization (SEO) to ensure NMH's public Experience Cloud site is visible to search engines.

Which two practices does the site manager need to do to ensure SEO is implemented successfully? Choose 2 answers

- A. Check whether a custom robots.txt file to control indexing has been create
- B. b
- C. Check whether the Experience site is public and activate
- D. Pencil & Paper
- E. Check whether the SEO Institute has provided the approval for the site with end date.
- F. Check whether manual sitemap refresh happens on the last day of every month.

**Answer:** AB

#### NEW QUESTION 84

Cloud Kicks (CK) is planning to build a social intranet site as well as an HR help site for its employees using Experience Cloud. Most employees either work in sales or service and currently use Salesforce.

Which user license should be recommended for CK's employees to access Experience Cloud sites?

- A. Salesforce Authenticated Site
- B. Salesforce Unlimited
- C. Customer Community
- D. Platform Portal

**Answer:** C

#### NEW QUESTION 88

Ursa Major Solar would like the navigation menu in the customer portal to be vertical. Which two options make this possible?

Choose 2 answers

- A. Edit the default navigation
- B. Download an app from AppExchange
- C. Fix the header's Position.
- D. Write custom code

**Answer:** BD

#### NEW QUESTION 90

Universal Containers has recently launched a site for its retailers. Retailers able to collaborates with other retailers around topic; however, retail managers aren't able to see records owned by their peers and subordinates.

What should be done to resolve the issue?

- A. Retail managers need to be given super User access.
- B. Retail managers needs to be put in the execute role in the Role Hierarchy
- C. A Sharing Set needs to be created.
- D. A sharing Rule needs to be created.

**Answer:** A

#### NEW QUESTION 93

DreamHouse Reality (DR) is switching to a franchise-based business model in order to grow its market share. Franchises as well as properly appraised at DR, will immediate access to a real estate opportunity in their area as soon, as it crosses a threshold.

What should the Experience Cloud consultant recommend for record sharing?

- A. Apex sharing
- B. Sharing Set
- C. Account Hierarchy
- D. Sharing Rule

**Answer:** D

#### NEW QUESTION 96

Bloomington Caregivers (BC) intends to launch a company-wide project to create personalized experiences for its providers, vendors installers, and patients. BC's business processes and workflow flow industry standards and common practices, mostly driven by compliance and regulatory mandates.

What should BC closely into during the evaluation phase?

- A. Lightning Bolt solutions
- B. Community Connect
- C. Digital Experience framework
- D. SDLC (Software Developer Life Cycle) for Experiences

**Answer:** C

#### NEW QUESTION 101

Zephyrus Relocation Services (ZRS) plans to build a portal for its partners. The portal needs to show company information and brand details on the Account Management page.

Which templates should ZRS consider to build the portal? Choose 2 answers

- A. Help Center
- B. Partner Central
- C. Customer service
- D. Build Your Own

**Answer:** BC

#### NEW QUESTION 103

Ursa Major Solar (UMS) noticed that guest users are unable to see images on its customer portal. Which setting should UMS enable in order for guest users to see the images?

- A. "Enable Image Connect for guest users" in the Administration Workspace
- B. "Let guest users view asset files and CMS content available to the community" in the Administration Workspace
- C. "Allow guest users to self register" in the Administration Workspace
- D. The "Jepson" theme in the Builder Workspace

**Answer:** B

#### NEW QUESTION 108

Universal Containers has Contact and Account objects set to Public Read Only for internal users, but an Experience Cloud user is not able to view Contacts and accounts.

How should you fix this issue?

- A. The external sharing model should be updated so that the Account object is private but the Contact object remains public only
- B. Sharing rules should be configured open each object to give Read Only access to Experience Cloud users.
- C. The existing sharing model should be updated so that the Contact and Account Objects are private, and sharing rules should be configured on each individual object to give Public Read Only access to Experience Cloud users.
- D. The internal sharing model should be updated so that the Contact and Account objects are Public read Only.

**Answer:** C

#### NEW QUESTION 112

Universal Containers (UC) maintains multiple customer experiences, but only one profile for all customer users. No customer has access to more than one experience.

Which two steps should the UC admin take to grant access to each customer? Choose 2 answers

- A. Create a permission set.
- B. Select a permission set for a given experience.
- C. Select the profile for a given experience.
- D. Edit the applicable user profile.

**Answer:** AB

#### NEW QUESTION 115

Northern Trail Outfitters has configured chat so customers can quickly get answers to their questions by chatting with an agent while browsing the Experience site. How should an administrator embed the chat window in an Experience site?

- A. Add the Embedded Service component to Builder pages.
- B. Create a custom component using the Embedded Service API.
- C. Configure the Embedded Service connector.
- D. Create an Embedded Service quick action.

**Answer:** A

#### NEW QUESTION 118

Universal Containers' (UC) Salesforce org uses SAML 550 with a third-party identity provider for internal user authentication. UC now wants to extend this capability for Experience Cloud site users as well.

What should the UC administrator ensure in order to successfully implement SAML 550 for the Experience Cloud site?

- A. Register the Experience Cloud site as an Identity Provider in SAML settings.
- B. Create a Visualforce page that receives and validates the SAML assertion.
- C. Use the site login URL as an endpoint where SAML assertion is made.
- D. Create a Connected App with custom attributes before configuring SAML settings.

**Answer:** C

#### NEW QUESTION 120

Ursa Major Solar (UMS) recently went through a major rebranding effort that resulted in a new company logo along with new brand colors. UMS wants to update brand colors across all of its sites. The sites are built with Lightning templates.

Which tool should the Experience Cloud consultant recommend to make these changes?

- A. ExperienceBundle
- B. Experience Cloud Script Master
- C. Site Builder
- D. Lightning Builder

**Answer:** A

#### NEW QUESTION 124

Universal Containers (UC) is building a digital experience for its customers that supports custom case management and commerce solutions. These custom

solutions each require more than 10 unmanaged custom objects that would be utilized by customers.

Which two license types have single SKUs that would support this requirement for UC customers? Choose 2 answers

- A. Channel Account
- B. Customer Community Plus
- C. Commerce Portal
- D. External Apps

**Answer:** CD

#### NEW QUESTION 125

The Salesforce Administrator at Universal Containers (UC) has set up topics. UC is going through a rebranding phase and wants to simplify topics but keep articles that have been assigned to the topics.

How should the Salesforce Administrator accomplish this?

- A. Mark old topics as Inactive and assign articles to the new active topics.
- B. Merge similar topics in Content Management.
- C. Delete existing topics and assign articles to newly created topics.
- D. Keep existing topics and reassign articles to newly created topics.

**Answer:** B

#### NEW QUESTION 130

Northern Trail Outfitters wants to add a background image to a record list of products in its digital experience. How should an administrator accomplish this?

- A. Use an HTML component
- B. Create CMS items.
- C. Use a Flexible page layout.
- D. Build a custom Lightning component.

**Answer:** C

#### NEW QUESTION 135

A consultant recently finished gathering requirements for a Cloud Kicks (CK) project that will launch five new Customer Experience Cloud sites worldwide, all on a brand new Salesforce org. The purpose of these sites is to generate buzz around new CK models and crowdsource new ideas for the RAD department. The consultant knows Multiple Books that they need to enable moderation and rate limit rules as part of their planning and must meet the following requirements:

- \* Each site must have three unique content moderation rules that flag specific keywords.
- \* Each site must have four unique rate rules that govern posting limits.
- \* All authenticated users must be able to post on demand. Calculator

What should the consultant consider doing before beginning work on these sites?

- A. Ensure that both the notify and freeze actions for all site rate rules are implemented.
- B. Notify the stakeholders that the number of content moderation rules, but not rate rules, exceeds the org limit.
- C. Notify the stakeholders that the number of rate rules, but not content moderation rules, exceeds the org limit.
- D. Notify the stakeholders that the number of both moderation and rate rules exceeds the org limit.

**Answer:** D

#### NEW QUESTION 138

No Moré Homelessness (NMH) is about to create a public site for volunteers where they will be able to sign up for volunteering opportunities at local events. Each registration will result in a record being created for a custom Event Registration object.

Which three considerations should NMH keep in mind for records created by guest users? Choose 3 answers

- A. Queues cannot be assigned as owners of records created by guest users.
- B. When possible, one should create and assign queues as owners of records created by guest users.
- C. Setting the default owner for records created by guests is an option in Experience Cloud sites.
- D. Default owner does not need Read/Write access to view the records created by guest users.
- E. Any active user in an org can be assigned as the default owner of records created by guest users.

**Answer:** BCE

#### NEW QUESTION 139

How can records owned by Customer Community users be shared with internal users?

- A. Create a Sharing Set that includes a Customer Community profile and create a Share Group for the Sharing Set.
- B. Create an owner-based sharing rule to share records owned by a Customer Community role with all internal users.
- C. Create a Share Group for a Customer Community profile that is not associated with a Sharing Set.
- D. Use the standard is Owned By External User checkbox on records to create a criteria-based sharing rule to share records owned by Customer Community users with all internal users.

**Answer:** C

#### NEW QUESTION 140

Ursa Major Solar would like to make an external user an Experience Site Moderator.

What are two of the several moderation permissions available to assign an external user in order for them to be an effective Experience Site Moderator?

Choose 2 answers

- A. Access Experience Management
- B. Access Sharing Sets
- C. Manage Setup
- D. Manage Experiences

**Answer:** AD

**NEW QUESTION 142**

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