



Salesforce

Exam Questions Experience-Cloud-Consultant

Salesforce Certified Experience Cloud Consultant (SU21)

NEW QUESTION 1

Northern Trail Outfitters (NTO) offers a new product that is different in North America, EMEA, and Asia Pacific regions, Pages have been created and publish for this product. The site manager has applied criteria to ensure visibility for these product are applied as per the requirement for each region. NTO further wants to control the users who see a specific page of this product settings its visibility.

Which three visibility options available in Experience Cloud? Choose 3 answers

- A. Audience
- B. None
- C. Default
- D. Personal
- E. Visible

Answer: ABC

NEW QUESTION 2

Northern Trail outfitters (NTO) aims to provide personalization by encouraging its individual customers to self-register in its B2C Experience site. NTO is not looking to create a placeholder account.

NTO Experience consultant has set up self-registration in its Login and Registration pages. NTO's site manager has configured the Allow external users to self-register" option. NTO uses Customer Community Plus Licenses.

Which two steps are needed to complete self-registration in NTO's Experience site? Choose 2 answers

- A. Ensure that the Account field is empty in the registration section.
- B. Contact Salesforce Customer Support to enable Communities Self Registration Controller.
- C. Ensure that the Contact field is empty in the registration section.
- D. Contact Sales customer Support to enable Person Accounts.

Answer: AD

NEW QUESTION 3

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 4

Which three items are reportable by a site administrator through Google Analytics for Experience Cloud sites? Choose 3 answers

- A. Page View by Salesforce Object
- B. Search Activity
- C. User Login History Option
- D. Number of Case Created by user
- E. Contact Support page Activity

Answer: ABE

NEW QUESTION 5

Northern Trail Outfitter is looking to implement a public Knowledge base. The company has 1, 000 articles stored in an external systems. Some of the articles are more than 2 years old.

What should a consultant recommend to optimize the public knowledge base?

- A. Manually add the top performing articles to Salesforce and select Authenticated Sites as the Channel.
- B. Bulk-import all articles to Salesforce and achieve duplicate and outdated articles.
- C. Manually add the top performing articles to Salesforce and select the Public Knowledge Base channel.
- D. Bulk-import the top performing articles to Salesforce and select the public knowledge base channel.

Answer: B

NEW QUESTION 6

DreamHouse Realty (DR) has active participation of home owners and prospective buyers in its Experience Cloud site that uses Chatter. Recently, DR observed a significant number of comments being marked as spam. OR's Salesforce and Security teams did further analysis and identified the posts made by the spammers. OR's Management team has decided to remove all the spammers' posts and comments from the Experience Cloud site.

What should the Experience Cloud consultant recommend to remove them?

- A. Utilize the Insights reports by creating and using a custom action to remove all the spammers' posts and comments.
- B. Submit a high-priority case with Salesforce Support to remove all of the spammers' posts and comments.The site will be under maintenance state until resolution.
- C. Experience Cloud site managers, moderators, and admms work together to remove all the spammers' posts and comments manually.
- D. Enable Experience Cloud Einstein features to remove all the spammers" posts and comments as a background action.

Answer: A

NEW QUESTION 7

A consultant for Cloud Kicks (CK) is asked to build a site for CK customers. As part of this site, a custom object will be used to manage customer subscriptions. These subscriptions will need to leverage advanced sharing rules to ensure that only appropriate customers can see these subscriptions. Which two user license types should be granted to customers to support this sharing requirement? Choose 2 answers

- A. Partner Community User
- B. Customer Community Login User
- C. Customer Community User
- D. Customer Community Plus Login User

Answer: BD

NEW QUESTION 8

Which three considerations should be made when using Criteria-Based Audiences? Choose 3 answers

- A. Components in the template header and footer sections cannot be assigned to an audience.
- B. Salesforce must be contacted if you need to use the domain criteria in sandbox or Developer Edition orgs.
- C. Up to 2,000 audiences can be created.
- D. Domain criteria are not available in sandbox or Developer Edition orgs.
- E. Record Type criteria cannot be assigned to a component.

Answer: ADE

NEW QUESTION 9

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 10

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 10

Universal Containers (UC) is building a new self-service site for its large global customer base. Customers will be posting questions, viewing Knowledge articles, downloading warranties, opening tickets, and registering their recent purchases. Purchases are stored in a custom object. UC has decided to use Customer Service template for the experience and Customer Community Plus license for the customers. Which limitation could cause a potential issue for UC?

- A. Customer Service template does not allow downloading documents out-of-the-box.
- B. Customer Service template does not allow record pages for custom objects out-of-the-box.
- C. Customer Community Plus license does not allow access to custom objects.
- D. Customer Community Plus license allows only up to 2 million users per org.

Answer: D

NEW QUESTION 14

Ursa Major Solar wants to give customers the ability to add authorized users to view usage, billing, and payment history. Which permission should be granted to customers to add authorized users?

- A. Delegated External User Administrator
- B. View and Manage Users
- C. Modify All for Usage, Billing, and Payment History
- D. View Content in Portals

Answer: A

NEW QUESTION 17

DreamHouse Realty recently created a site for potential buyers. The content is organized using topics. Where can site users go to find out how current and popular a topic is?

- A. Trending Topics Channel
- B. Collaboration Dashboard

- C. Topic's detail page
- D. Content Management Report

Answer: A

NEW QUESTION 19

Cloud Kicks (CK) wants to use its existing single sign-on (SSO) Identity Provider with its new Experience Cloud site. CK wants to use the Just-in-Time Provisioning feature for Experience Cloud. Which value is required in the user type?

- A. Standard
- B. Username
- C. Entity ID
- D. Federation ID

Answer: D

NEW QUESTION 21

Ursa Major Solar has a customer portal where both customers and employees can log in to view information about the company. The marketing team has created a special design of their logo and company branding for their Platinum customers, and would like the user interface in the portal to reflect that special design when a Platinum Calculator customer is logged in.

Which functionality should the Experience Cloud manager use to achieve this?

- A. Themes
- B. Templates
- C. CMS Connect a
- D. Branding Sets

Answer: D

NEW QUESTION 24

Universal Containers (UC) maintains multiple customer experiences, but only one profile for 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 28

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 Leads 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 33

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 36

A consultant needs to leverage ExperienceBundle for a deployment but is unable to view it. What is the most likely cause for this issue?

- A. The experience has not yet been published.
- B. A change set containing the Network needs to be deployed.
- C. The "Enable ExperienceBundle Metadata API" setting needs to be checked.
- D. A custom Experience template needs to be created.

Answer: C

NEW QUESTION 39

Ursa Major Solar (UMS) would like to display a collection of news articles it has added to a workspace in Salesforce via a CMS Collection in its customer portal. Where should UMS create the CMS collection before configuring the CMS Collection component in Experience Builder?

- A. Administrator in Workspaces
- B. Content Management in Workspaces
- C. Community Setting
- D. Branding Sets

Answer: B

NEW QUESTION 42

Universal Containers (UC) has hired UX designers to help improve brand recognition and has a new style guide it needs to implement to unify branding across all of its Experience sites.

What should UC do to accomplish this?

- A. Create a custom theme to apply to all Experience sites.
- B. Reference a shared Bootstrap CSS file in all of the sites.
- C. Create a custom template to apply to all Experience sites.
- D. Send the style guide to Experience managers to implement.

Answer: D

NEW QUESTION 46

Universal Containers (UC) is planning to create a portal for its global partner network. Users will be assigned a Partner Community license and a role.

Which two things should UC keep in mind when setting up partner roles? Choose 2 answers

- A. Role Hierarchy can only be used if all objects have external OWD set to Private.
- B. The default limit for the number of roles for portals is 50,000 per org.
- C. Unused roles can be deleted.
- D. Once created, roles cannot be deleted.

Answer: BC

NEW QUESTION 49

Insightopia's Experience Cloud site went live on the first day of the last month. The launch has been very successful, and the number of community members has reached the first milestone of 10,000. The Experience Cloud site manager wants to implement gamification methods to increase engagement and adoption.

What should be the recommended approach for implementing gamification?

- A. Use the Missions feature to assign badges to members automatically.
- B. Use the Einstein game mechanics feature for implementing gamification.
- C. Build flows to implement gamification for community members.
- D. Organize a community event to get ideas for implementing gamification.

Answer: A

NEW QUESTION 52

Universal Containers is implementing a customer community.

What sharing mechanism should be used to allow customers to view their own cases even after those cases are assigned to a support agent?

- A. OWD and Apex Sharing
- B. Sharing Set
- C. Case co-ownership using Super User access
- D. Sharing Map and custom permission set

Answer: B

NEW QUESTION 53

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 56

Bloomington Caregivers (BC) wants to share Covid-19 related information with all site visitors, including unauthenticated users.

Which three things should BC in mind about unauthenticated or guest user access? Choose 3 answers

- A. Guest user external organization-wide default are always set to Private.
- B. Guest user can't access records via manual sharing
- C. Guest user can't records via manual existing records
- D. Guest user can't be members of public groups or queues.
- E. Guest user external organization-wide defaults are always set to Public.

Answer: ABD

NEW QUESTION 60

A manager at Ursa Major Solar is responsible for creating and editing only the community users for the Partner Community they have recently set up using Experience Cloud. However, the manager is able to make organizational changes to the user records of the internal users as web. What could be the possible issue here?

- A. The manager has been given the Manage Profiles and Permission Sets permission.
- B. The manager has been given the Manage Customer Users permission.
- C. The manager has been given the Manage User permission.
- D. The manager has been given the Manage External Users permission.

Answer: A

NEW QUESTION 64

Universal Containers is implementing a Partner Community.

Which sharing setting would allow users to collaborate with their peers who work for the same partner firm, but not with any users outside of their firm?

- A. Community User Visibility
- B. Chatter Group Member Visibility
- C. Site User Visibility
- D. Portal User Visibility

Answer: B

NEW QUESTION 69

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 71

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 73

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: D

NEW QUESTION 75

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 80

DreamHouse Realty (DR) is designing a digital experience for its global real estate team. The realtors will need access to Knowledge, reports and dashboards, and Leads coming in from the website. Leads are converted to Opportunities by an internal DR deal desk. Which license type meets this requirement?

- A. Customer Community Plus
- B. Customer Community
- C. Partner Community
- D. Channel Account

Answer: C

NEW QUESTION 82

AW Computing wants to create a site that gives customers access to Knowledge articles and peer-to-peer conversations, with the aim of decreasing the number of calls to its support organization.

What should AW Computing do to accomplish this goal?

- A. Give access to its internal orgs using Chatter groups
- B. Open its Slack implementation to all customers
- C. Create a site with the Customer Service template
- D. Create a site with the Marketing Microsite template

Answer: C

NEW QUESTION 87

Ursa Major Solar (UM5) is evaluating Salesforce Partner Relationship Management (PRM) to help improve its current channel sales performance.

In which two ways can Salesforce PRM help UMS accelerate channel sales? Choose 2 answers

- A. Enable partner lead routing
- B. Automate partner entitlement assignment in Channel Sales teams
- C. Extend automated quoting capabilities to partners
- D. Use partner tiering in channel sales hierarchy

Answer: AC

NEW QUESTION 89

Ursa Major Solar (UMS) will be creating a partner portal to distributing leads to partners. Partners will also be able to create their own leads in the portal UMS has decided to use Partner Central template.

Which three should UMS take at a minimum In order to meet the requirement?

- A. Create a Lead Process for Lead Distribution
- B. Create a Lead Queue for Lead Distribution.
- C. Enable Allow External Creation” in Digital Experience settings
- D. Configure Lead creation Leadon low Distribution inside PRM Workspace.

Answer: BCD

NEW QUESTION 94

Universal Containers has implemented Chat, but agents are complaining that they have to capture several pieces of information before being able to service the customer.

What should an administrator do to capture information upfront on the Experience site?

- A. Create a flow for customers to fill out before initiating Chat.
- B. Enable Chat for only authenticated users and pass the user's information on hidden fields.
- C. Deploy a unique chat per topic.
- D. Create a pre-chat form to fill out before initiating Chat.

Answer: D

NEW QUESTION 99

As a pilot. Ursa Major Solar's customers from California wore assigned to a page variation for the Home page so that the layout looks slightly different than for customers from other states. The page variation uses a Rich Content Editor component assigned solely to Platinum customers.

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

- A. All Platinum customers
- B. All customers from California
- C. All customers
- D. All Platinum customers from California

Answer: D

NEW QUESTION 102

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 106

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