

# Exam Questions Experience-Cloud-Consultant

Salesforce Certified Experience Cloud Consultant (SU21)

<https://www.2passeasy.com/dumps/Experience-Cloud-Consultant/>



#### NEW QUESTION 1

Which step denotes the completion of an Experience Cloud site setup?

- A. Setting up SSO
- B. Activating the site
- C. Assigning roles to users
- D. Assigning profiles to users

**Answer:** B

#### NEW QUESTION 2

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 3

Dreamscape flowers is looking to launch a public site for its current customers and prospects. Which three actions are performed automatically when a site is created Expense Cloud? Choose 3 answers

- A. Creation of a guest role
- B. Creation of moderation criteria that are applied only to guest users
- C. Creation of a guest profile
- D. Creation of sharing mechanisms that are available only to guest users
- E. Creation of a guest user record

**Answer:** CDE

#### NEW QUESTION 4

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 5

Cloud Kicks has packaged its Customer Support Community. The community includes navigation menu items that link to standard and custom objects. Which two points should the Experience Cloud consultant consider when reviewing the package? Choose 2 answers

- A. Custom list views for custom objects are not included as dependencies.
- B. Custom list views for custom objects are included as dependencies.
- C. Custom list views for standard objects are not included as dependencies.
- D. Custom list views for standard objects are included as dependencies.

**Answer:** BC

#### NEW QUESTION 6

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 7

Recently, Urso 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 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

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

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 10

Universal Containers is planning to build a community where customers will be able to view Knowledge articles and chat live with a support agent. What should the administrator use to configure the chat functionality?

- A. Experience Builder and Chatter
- B. Service Console and Service Channel
- C. Chat Agent Guided Setup Flow and Service Console
- D. Service Channel and Chatter

**Answer:** C

#### NEW QUESTION 12

Northern Trail Outfitters has a network of resellers who are Partner Community users. One of the resellers has requested that their parent company get View access to cases created by their child companies. Which functionality will meet the requirement best?

- A. Manually share cases.
- B. Move users who need case access to a higher level in the Role Hierarchy.
- C. Configure an External Account Hierarchy.
- D. Create a Sharing Set for the Account.

**Answer:** C

#### NEW QUESTION 15

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 19

What are two ways a question can be escalated to a case? Choose 2 answers

- A. Manually by a moderator selecting "Escalate to Case" in the Feed
- B. Manually by users commenting "Escalate"
- C. Automatically via Case Assignment Rules
- D. Automatically via process Builder by meeting specified criteria

**Answer:** AD

#### NEW QUESTION 21

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 25

A consultant is asked to set up a new experience using the Customer service template. The articles from an existing knowledge base must be exposed in the new site.

What are the two ways the consultant should associate the articles with topics? Choose 2 answers

- A. Select the appropriate topics on the Knowledge tab within Lightning Experience.
- B. Allow guest users to tag displayed articles with relevant topics on a public page.
- C. Establish automatic topic assignment of topics to specified data categories within WorkSpaces.
- D. Manually add one or more topics to each article within Workspaces.

**Answer:** CD

#### NEW QUESTION 30

Get Cloudy Consulting wants to leverage Experience Bundle for making updates to its community. What are the two key features of experienceBundle? Choose 2 answers

- A. ExperinceBundle allows us to programmatically edit any community but using Experience Builder.
- B. ExperienceBundle enables Creating experiencing across orgs.
- C. ExperimentBundle provides editable community metadata in a human-readable format.
- D. ExperienceBundle provides editable community metadata in a human-readable format.

**Answer:** AC

#### NEW QUESTION 31

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 34

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 36

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 38

Northern Trail Outfitters (NTO) reports that 50% of calls to its support line are for repeatable issues. Using standard out-of-the-box functionality, in which ways can NTO decrease its call volume using an Experiences site?  
Choose 3 answers

- A. Create an FAQ Knowledge article.
- B. Deploy a chatbox to address common questions.
- C. Enable Chatter Questions to encourage peer-to-self-service
- D. Create a public "announcement only" group for moderators to address common questions.
- E. Create an FAQ rich text component on the Home page.

**Answer:** ABC

#### NEW QUESTION 39

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 40

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 43

Ursa Major Solar would like its authenticated external users to be able to search for Quote and Contract objects but not Opportunity or Asset objects. Which two standard features allow an administrator to accomplish that? Choose 2 answers

- A. Remove Opportunity and Asset from the Title Menu component in the property editor.
- B. Remove Opportunity and Asset from the navigation Menu component in the property editor.
- C. Remove Opportunity and Asset from the object list in the Global Search Result component property editor.
- D. Remove Opportunity and Asset from the Autocomplete object list in the Search component property editor.

**Answer:** CD

#### NEW QUESTION 45

No More Homelessness (NMH) and DreamHouse Realty (DR) are working to provide free housing to low-income seniors. Social workers at NMH need to access records owned by realtors at DR. What should the Experience Cloud consultant recommend for record sharing?

- A. Role Hierarchy
- B. Sharing Set
- C. Sharing Rule
- D. Super User

**Answer:** C

#### NEW QUESTION 47

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 48

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 53

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 55

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. 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 57

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 59

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 ink 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 63

What does a system administrator need to do when creating Experience Cloud users?

- A. Add user to an account as a contact record.
- B. Add user to an account as a user record.
- C. Click the "Log In to Site as User" button.
- D. Assign Partner Community Plus license to the user.

**Answer:** A

#### NEW QUESTION 67

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 72

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 75

Northern Trail Outfitters (NTO) offers a new product that is different in North America, EMEA, and Asia Pacific regions. Pages have been created and published for this product. The site manager has applied criteria to ensure visibility for these products 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 are available in Experience Cloud? Choose 3 answers

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

**Answer:** ABC

#### NEW QUESTION 76

Get Cloudy Consulting has decided to set up and create an Experience Cloud site where customers can create service tickets or chat live with agents.  
What is the first step the system administrator should take to create the site?

- A. Update organization-wide settings.
- B. Enable Search Engine Optimization (SEO).
- C. Enable Digital Experiences.
- D. Configure the default login.

**Answer:** C

#### NEW QUESTION 81

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 follow industry standards and common practices, mostly driven by compliance and regulatory mandates.  
What should BC closely follow 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 83

Ursa Major Solar (UMS) will be creating a partner portal to distribute leads to partners. Partners will also be able to create their own leads in the portal. UMS has decided to use the 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 Lead on Lead Distribution inside PRM Workspace.

**Answer:** BCD

#### NEW QUESTION 87

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 on 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 90

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 92

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 94

How can Sharing Sets be used to share records with Customer Community users?

- A. Create one Sharing Set and add the objects to share in the Sharing Set.
- B. Create one Sharing Set, select the 'All Objects' options for the Sharing Set, and add the Customer Community profiles to the Sharing Set.
- C. Create one Sharing Set and use a Sharing Rule to share records with users in the Sharing Set.
- D. Create one Set per object and add the Customer Community profiles to each Sharing Set.

**Answer:** A

#### NEW QUESTION 98

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 102

Which two statements regarding data categories are true? Choose 2 answers

- A. Child roles cannot see more data categories than their parent role.
- B. If the parent role's visibility changes, the child role's category visibility is reset to its parent's category visibility.
- C. Customer Portal users and partner portal users inherit data category visibility settings of the role assigned to their account (owner) managers by default.
- D. When a category is made visible to a user through custom settings or is made visible by default, its child and parent categories are not included.
- E. Translated articles will not follow the master article data category.
- F. Therefore, translated articles can be assigned to a different data category.

**Answer:** AB

#### NEW QUESTION 103

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 107

An administrator for Cloud Kicks wants to create a new partner user for an existing site.

Which step does the administrator need to perform right before providing user details and saving the user record?

- A. Click "Manage Partner User" on the Contact detail page, then click "Enable Customer User".
- B. Click "Manage Partner User" on the Account detail page, then click "Enable Partner User".
- C. Click "New" on the User Setup page in Lightning Experience.
- D. Click "Manage External User" on the Contact detail page, then click "Enable Partner User".



**Answer:** D

**NEW QUESTION 109**

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 114**

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 119**

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