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Exam Code: Consumer Goods Cloud Accredited Professional

Exam Name: Consumer Goods Cloud Accredited Professional



Exam A

QUESTION 1

Sales Reps in the field are reporting that no surveys are available when they try to complete a visit survey on their mobile devices. What are two explanations for this?

- A. The Salesforce admin has not created and activated a Salesforce survey
- B. The rep is missing the Create Surveys permission
- C. A custom Assessment Task definition has not been created
- D. A related survey invitation has not been generated
- E. The Retail Execution Survey Lighting Flow has not been action

Correct Answer: A, D

Section:

Explanation:

Explanation:

Two explanations for why no surveys are available when field reps try to complete a visit survey on their mobile devices are:

The Salesforce admin has not created and activated a Salesforce survey. A Salesforce survey is a questionnaire that can be sent to customers or contacts to collect feedback. The admin needs to create and activate a survey before it can be used in an in-store survey task.

A related survey invitation has not been generated. A survey invitation is an object that represents an invitation to take a survey. A survey invitation needs to be generated and associated with the visit, the retail store, or the store primary contact before it can be displayed in an in-store survey task. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.



QUESTION 2

Which two levels can promotions be defined within the Consumer Goods Cloud?

- A. Account
- B. Product Category
- C. Retail Store Group
- D. Product
- E. Retail Store

Correct Answer: B, D

Section:

QUESTION 3

Which step is required to link an Action Plan to a Visit record?

- A. Create an Action Plan based on the template where the template owners are the Sales Reps.
- B. Create an Action Plan Template by specifying Visit' as the target object and publish it.
- C. Activate the Visit to generate Action Plan Tasks.
- D. Activate the Action Plan.

Correct Answer: B

Section:

Explanation:

To link an Action Plan to a Visit record, the first step is to create an Action Plan Template by specifying Visit' as the target object and publish it. An Action Plan Template is a template that defines the tasks and steps for an action plan. An action plan is a set of tasks that need to be completed for a specific purpose or goal. A visit is an object that represents a scheduled or unscheduled interaction between a field rep and a retail store. By specifying Visit as the target object, the Action Plan Template can be linked to any visit record that matches the criteria defined in the template. By publishing the template, the Action Plan Template becomes available for use. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 25.

QUESTION 4

A member of the Northern Trail Outfitters company has been tasked with setting up planograms for the field team. Which of the following steps is required to ensure an assessment task of planogram check is available to the field?

- A. The team member must make sure Einstein Object Detection has been enabled.
- B. The team member must populate the custom context field on the assessment task.
- C. The team member must associate the In-Store Location to the Planogram for the functionality to work.
- D. The team member must upload an image of the planogram to the assessment task's related documents.

Correct Answer: C

Section:

QUESTION 5

With which object is the promotion object directly associated?

- A. Retail Store Group
- B. Promotion Channel
- C. Retail Store
- D. Products



Correct Answer: D

Section:

QUESTION 6

For what two reasons would the standard record pages for tasks of type "Other" be visible instead of the KPI component

- A. Lightning App Builder does not support configuration of the standard record pages to include the KPI component
- B. Salesforce Mobile App always displays the standard record pages
- C. If related object is a custom object it will always display the standard record page
- D. The record page Custom Task KPI Component has not been assigned to the concerned user profile
- E. The related object record page has not been configured to include Custom task KPI Component in Lightning And Builder

Correct Answer: D, E

Section:

QUESTION 7

How can a Field Sales Manager access a photo taken by a Field Rep of a defective In-store asset

- A. The photo is linked to the visit record
- B. The photos Inked to the asset record

- C. The photo is sent directly to the manager's email
- D. The photo is linked to the asset check task

Correct Answer: A

Section:

QUESTION 8

Which of the following are supported KPI Type values for Retail Store KPI records?

- A. Units
- B. Price
- C. Promotion
- D. Facing
- E. Revenue

Correct Answer: B, D, E

Section:

QUESTION 9

Items are not appearing in the delivery task. What object needs to be assigned to the user for the items to be listed

- A. Product
- B. Retail Store KPI
- C. Shipment
- D. Product Transfer

Correct Answer: D

Section:

Explanation:

A product transfer is an object that represents the movement of products from one location to another, such as from a warehouse to a retail store. A user needs to be assigned a product transfer for the items to be listed in the delivery task, which is a type of action plan task that allows a field rep to deliver products to a retail store. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

QUESTION 10

A company called Alpine is running a 'buy one get one free' (BOGO) promotion for all energy bars and sending out merchandisers to ensure that their retail customers are running it correctly. At what level should Retail Store KPIs be defined for a promotional end cap audit and also to minimize records created?

- A. At the energy bar product SKU level
- B. At the Alpine brand catalog level
- C. At the custom context field level
- D. At the energy bar product category level.

Correct Answer: D

Section:

Explanation:

Retail Store KPIs are key performance indicators that measure how well a retail store is performing against a specific goal or target. For a promotional end cap audit, Retail Store KPIs should be defined at the energy bar product category level, as this would capture all the energy bars that are included in the BOGO promotion and also minimize the number of records created. Verified



Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

QUESTION 11

Alpine, a Consumer Goods company, is launching a new division dedicated to fresh baked breads delivered to restaurants and groceries. In an effort to move product rapidly and pick up new clients they need to extend their current customer onboarding process to allow field reps to onboard new customers while on their daily route. Which option is a best practice to complete this requirement ?

- A. Create a retail store record from the mobile app and use a workflow to send an email to the customer affair department
- B. Create an opportunity and use CPQ to send the restaurant manager an enticing quote
- C. Use the Click2Create function to pull the Point of interest data from maps directly to the address fields and attached follow up case or lead to onboard the outlet on an onboarding journey
- D. Ask the potential customer to navigate to the Alpine website built on Commerce Cloud to place their first order. Use the Commerce Cloud to Consumer Goods Cloud connector to complete the order

Correct Answer: C

Section:

Explanation:

The Click2Create function is a feature of Consumer Goods Cloud that allows a field rep to create a new retail store record from the mobile app by tapping on a point of interest on a map. This function automatically fills in the address fields with the data from the map and also allows the field rep to attach a follow up case or lead to onboard the outlet on an onboarding journey. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 34-35.

QUESTION 12

Which two standard capabilities are available when executing a promotion check in the field?

- A. Viewing which products are included in the protection
- B. Marking the promotion as complete
- C. Taking a photo of the promotion
- D. Changing the promotion planning dates
- E. Changing the discounts on the products included in the promotion



Correct Answer: A, C

Section:

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. When executing a promotion check in the field, two standard capabilities are available: viewing which products are included in the promotion and taking a photo of the promotion. These capabilities help to ensure compliance and capture evidence of promotional execution. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

QUESTION 13

When performing a search in an inventory check task which products are considered for the search?

- A. All products created by the user
- B. All products associated with the retail store
- C. All products owned by the user
- D. All products in the organization

Correct Answer: B

Section:

Explanation:

When performing a search in an inventory check task, only the products that are associated with the retail store are considered for the search. This is because the inventory check task is designed to verify the availability and quantity of products in a specific store location. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28.

QUESTION 14

Northern Trail Outfitters (NTO) is expanding quickly and wants to improve their reps productivity. Business leadership has expressed their desire to leverage Salesforce Einstein Vision to accomplish this. What are the three recommended steps for setting up Einstein Vision with Consumer Goods Cloud for automatic detection of products on the shelf?

- A. Setup in store location and associate planogram
- B. Enable Einstein Object Detection
- C. Upload the training pictures as attachments to the planogram for Einstein Object Detection to work
- D. Define planogram check task
- E. Train Einstein Vision Models with marketing images of products to yield optimal results

Correct Answer: B, C, E

Section:

Explanation:

To set up Einstein Vision with Consumer Goods Cloud for automatic detection of products on the shelf, the following steps are recommended:

Enable Einstein Object Detection, which is a feature that allows you to detect and count multiple objects within an image.

Upload the training pictures as attachments to the planogram for Einstein Object Detection to work. A planogram is a visual representation of how products should be arranged on a shelf. The training pictures should show the actual shelf images with the products labeled and annotated.

Train Einstein Vision Models with marketing images of products to yield optimal results. Marketing images are high-quality images that show the product details clearly and consistently. Training with marketing images can improve the accuracy and performance of the object detection models. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

QUESTION 15

Which field is required for setting up Retail Store KPIs?

- A. Effective to
- B. Retail Store Group
- C. KPI Type
- D. Promotions

Correct Answer: C

Section:

Explanation:

KPI Type is a required field for setting up Retail Store KPIs. Retail Store KPIs are key performance indicators that measure how well a retail store is performing against a specific goal or target. The KPI Type defines the type of metric that is being measured, such as share of shelf, out of stock, or promotion compliance. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30.

QUESTION 16

Northern Trail Outfitters (NTO) has a 7-tier product hierarchy that they use to track products in their Enterprise Resource Planning (ERP) platform. Assuming this functionality is available in the Consumer Goods Cloud, what should a consultant at NTO determine which tier of data contains the information required to set up products in Consumer Goods Cloud INTO wishes to measure share-of-shelf ?

- A. What tier has data describing the product with?
- B. Which tier has the data you trust most?
- C. Which tier describes stock keeping units (SKL)?
- D. There is no need to ask a question choose level 7

Correct Answer: C

Section:

Explanation:



A consultant at NTO should determine which tier of data contains the information required to set up products in Consumer Goods Cloud by asking which tier describes stock keeping units (SKU). A SKU is a unique identifier for a product that can be scanned and tracked in inventory systems. SKU is the level of data that is needed to measure share of shelf, which is the percentage of space occupied by a product or brand on a shelf. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 19.

QUESTION 17

GreenTech, a Consumer Goods company wants to sell new products in a particular retail store Which Tableau CRM dashboard should they use to find opportunities to sell new products in a retail store location

- A. White Space Analysis
- B. Sales Rep Performance
- C. Sales Manager- Territory Performance
- D. Account Insight

Correct Answer: A

Section:

Explanation:

White Space Analysis is a Tableau CRM dashboard that shows opportunities to sell new products in a retail store location. It analyzes the sales performance and product distribution across different stores and segments, and identifies gaps or white spaces where new products can be introduced or existing products can be expanded. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

QUESTION 18

Which statement is correct about Consumer Goods- Einstein Visit Recommendations?

- A. Visit Recommendations are automatically generated by recent case activities
- B. Visit Recommendations automatically take into consideration already created visits for the store
- C. Visit Recommendations rules consider the store operating hours
- D. Visit Recommendations can be created using the Next Best Action Strategy

Correct Answer: B

Section:

Explanation:

Visit Recommendations are suggestions for field reps to visit certain stores based on predefined rules and criteria. One of the correct statements about Visit Recommendations is that they automatically take into consideration already created visits for the store, meaning that they do not recommend visiting a store that already has a scheduled or completed visit within a certain time frame. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 36.

QUESTION 19

Which three statements are Correct about Store Products?

- A. Store Products are automatically When shipment related tasks are completed
- B. Store Products are required for Inventory Check Task to work
- C. Store products are required for Promotion check task to work
- D. Store Products are required to search and scan functionality in the Inventory Check Task
- E. Store Products drive the order capture functionality.

Correct Answer: B, D, E

Section:

Explanation:

Store Products are products that are associated with a specific retail store location. They have three correct statements about them: Store Products are required for Inventory Check Task to work, which is a type of action plan task that allows a field rep to verify the availability and quantity of products in a store.

Store Products are required to search and scan functionality in the Inventory Check Task, which allows a field rep to find and scan products using their mobile device. Store Products drive the order capture functionality, which allows a field rep to create orders for products based on their availability and demand in a store. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

QUESTION 20

Which three setup steps should the salesforce Admin configure to allow Sales Managers to create and assign delivery tasks to deliver?

- A. Create an action plan template with a Delivery Task and assign it to a Visit
- B. Assign the Lightning Direct store Delivery permissions set to the user
- C. Define Assessment Indicator Definitions for Delivery task
- D. Change the Action Plan Type Delivery
- E. Assign the Action Plans permission set to the Sales Manager .

Correct Answer: A, B, E

Section:

Explanation:

To allow Sales Managers to create and assign delivery tasks to deliver, the following setup steps should be configured:

Create an action plan template with a Delivery Task and assign it to a Visit. A Delivery Task is a type of action plan task that allows a field rep to deliver products to a retail store. A Visit is a scheduled or unscheduled interaction between a field rep and a retail store.

Assign the Lightning Direct store Delivery permissions set to the user. This permissions set grants access to the delivery task functionality and related objects, such as product transfers and shipments.

Assign the Action Plans permission set to the Sales Manager. This permissions set grants access to the action plan functionality and related objects, such as action plan templates, action plan tasks, and assessments. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

QUESTION 21

Which of the following represent the three ways of performing a promotion check during an in-store visit?

- A. Clearance Promotion, Volume Promotion, and Product Coupons
- B. Individual product, Product Coupons, and Volume Promotion
- C. Unit Promotion, Product Category, and Product Coupons
- D. General Promotion, Individual Product, and Product Category

Correct Answer: D

Section:

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. There are three ways of performing a promotion check during an in-store visit:

General Promotion, which checks if any promotion is running at the store, regardless of the product or category involved.

Individual Product, which checks if a specific product is part of a promotion at the store.

Product Category, which checks if a group of products that belong to the same category are part of a promotion at the store. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

QUESTION 22

Which three standard components are available for Assessment Task record pages when configuring Consumer Goods Cloud app screens?

- A. In Store Products
- B. Promotion List
- C. Promotion Details
- D. Cart Review

E. Inventory Check

Correct Answer: A, B, E

Section:

QUESTION 23

Which three Survey invitations are displayed in the In-Store Survey task during a visit?

- A. Survey invitations associated with the visit
- B. All Survey invitations targeted to a contact or user
- C. All open Survey invitations
- D. Survey invitations associated with the Retail Store
- E. Survey invitations associated with the Store Primary Contact

Correct Answer: A, D, E

Section:

Explanation:

Survey invitations associated with the visit, the Retail Store, and the Store Primary Contact are three survey invitations that are displayed in the In-Store Survey task during a visit. These survey invitations are relevant to the context of the visit and can help users to collect feedback from the store staff or customers. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.

QUESTION 24

Which Three actions should a System Admin perform to set up a survey assessment task in the Consumer Goods Cloud?

- A. Define Assessment Indicator Definition to capture within survey
- B. Create a Retail Store KPI record of 'Survey Type'
- C. Create a Survey record using Salesforce survey application
- D. Generate survey invitations for the retail store 'Primary Contact'.
- E. Define an Assessment Task Definition of type 'In-Store Survey'

Correct Answer: B, C, D

Section:

QUESTION 25

How can an Account Manager visualize store visits in their territory for the day by their current status?

- A. By creating a Map Layer using retail store search filters by status and color code the markers by status
- B. By creating a map layer using accounts as a base object and color code the markers by status
- C. By creating a map layer using retail store as the base object and represent the markers by shape
- D. By creating a map layer using visits as the base object and color code the markers by status

Correct Answer: D

Section:

Explanation:

To visualize store visits in their territory for the day by their current status, an Account Manager can create a map layer using visits as the base object and color code the markers by status. A map layer is a visual representation of data on a map that can be filtered and customized. A visit is an object that represents a scheduled or unscheduled interaction between a field rep and a retail store. The status of a visit indicates whether it is planned, in progress, completed, or canceled. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 34.

QUESTION 26

Which KPIs can be derived using Planogram detection?

- A. Out of Stock, Share of Shelf, SKU Facings
- B. Out of Stock, Share of Shelf, Brand Facings
- C. Out of Stock, Shelf Size, SKU Facings
- D. Out of Stock, Shelf Size, Brand Facings

Correct Answer: A

Section:

Explanation:

Out of Stock, Share of Shelf, and SKU Facings are three KPIs that can be derived using Planogram detection. A Planogram is a visual representation of how products should be arranged on a shelf. Planogram detection is a feature that uses Einstein Vision to compare the actual shelf image with the expected planogram image and calculate metrics such as:

Out of Stock, which measures the percentage of products that are missing from the shelf.

Share of Shelf, which measures the percentage of space occupied by a product or brand on a shelf.

SKU Facings, which measures the number of times a product SKU is visible on a shelf. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

QUESTION 27

Alpine, a Consumer Goods company, is sending new product introduction samples to outlets via their distributors who are using Alpine's field execution app. How can Alpine keep track of the inventory of the samples in the field?

- A. By creating delivery tasks for the distributors and monitor their on hand inventory for the sample Product's Stock Keeping Unit (SKU).
- B. By creating a report for store locations to monitor the on hand inventory
- C. By assigning the asset to a custom task type and make the distributors enter the delivered quality
- D. By creating delivery tasks for the distributors and track the shipping document status

Correct Answer: A

Section:

Explanation:

To keep track of the inventory of the samples in the field, Alpine can create delivery tasks for the distributors and monitor their on hand inventory for the sample Product's Stock Keeping Unit (SKU). A delivery task is a type of action plan task that allows a field rep to deliver products to a retail store. A product SKU is a unique identifier for a product that can be scanned and tracked in inventory systems. By creating delivery tasks and monitoring product SKUs, Alpine can ensure that the distributors have enough samples to distribute and also track how many samples have been delivered to each store. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

QUESTION 28

Which User persona manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives?

- A. Category Manager
- B. Divisional Manager
- C. Sales Manager
- D. Store Manager

Correct Answer: C

Section:

Explanation:

A Sales Manager is the user persona that manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives. A Sales Manager is responsible for planning and overseeing the retail activities of a team of field reps, as well as analyzing and reporting on the performance and compliance of the retail stores in their territory. Verified
Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 18.

QUESTION 29

Northern Trail Outfitters (NTO) would like to know if the high value assets placed in stores are compliant. If not compliant, NTO would like a boolean value generated to trigger an action plan for correction. What is the recommended approach to meet the customer's requirement and limit the amount of custom code?

- A. Use an inventory check task with flow
- B. Use a custom task with flow
- C. Use a promotion check task with apex
- D. Use a custom task with apex

Correct Answer: B

Section:

Explanation:

To meet the customer's requirement and limit the amount of custom code, NTO should use a custom task with flow. A custom task is a type of action plan task that can be defined and configured to suit specific business needs. A flow is a tool that automates a business process by collecting data and performing actions. By using a custom task with flow, NTO can create a task that captures the information related to the high value assets placed in stores, such as their location, condition, and compliance. The flow can then generate a boolean value based on the compliance criteria and trigger an action plan for correction if needed. Verified
Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 26.

QUESTION 30

What actions should a consultant take during setup to ensure Einstein Vision works when deployed to field users?

- A. Build the model to be used and review its quality prior to deployment to support a positive first experience
- B. Populate the custom object for Einstein optical character recognition so that the system can have a baseline to perform its AI
- C. Assign a permission set for users who need to use Einstein to provide access to functionality
- D. Upload a suppression data set for known competitor products so Einstein can avoid the detection
- E. Upload a data set for Einstein to leverage for object detection so the system can have a baseline to perform its AI

Correct Answer: A, B, E

Section:

QUESTION 31

Which of the following three capabilities are available with Salesforce Maps Advanced to support Store Visit planning?

- A. Real-time Traffic-based Routing
- B. Constraint based Routing
- C. Visit Windows
- D. Visit Prioritization
- E. Gantt-chart Routing

Correct Answer: A, B, E

Section:

QUESTION 32

Prior to rollout testing users find themselves failing all the test cases related to delivery tasks What is a potential reason for this?

- A. The tester did not have the Lightning Retail Execution Plus Permission Set added
- B. The tester did not have the lightning direct store delivery Permission Set added
- C. The tester is outside the geofence for the store
- D. The KPIs are too extreme and causing the system to fail

Correct Answer: B

Section:

Explanation:

A possible reason for failing all the test cases related to delivery tasks is that the tester did not have the lightning direct store delivery Permission Set added. A Permission Set is a collection of settings and permissions that grant users access to various tools and features. The lightning direct store delivery Permission Set is required for users who need to use the delivery task functionality and related objects, such as product transfers and shipments. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 29.

QUESTION 33

Which of the following have promotions associated with them using the Consumer Goods Cloud Data Model?

- A. Promotion Channel, Retail Store KPI, Retail Visit KPI and Delivery Task
- B. Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI (Promotion Product, Promotion Product Categories, Promotion Channel)
- C. Promotion Channel, Retail Visit KPI, Assessment Task Definition and in Store Location
- D. Promotion Product, Retail Store KPI, Delivery Task and in Store Location

Correct Answer: B

Section:

Explanation:

Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI are four objects that have promotions associated with them using the Consumer Goods Cloud Data Model. These objects help users to define, execute, and measure promotions in retail stores. They are:

Promotion Product, which represents a product that is part of a promotion.

Promotion Channel, which represents a channel or segment where a promotion is applicable.

Retail Store KPI, which represents a key performance indicator that measures how well a retail store is performing against a specific promotion goal or target.

Retail Visit KPI, which represents a key performance indicator that measures how well a field rep executed a promotion during a store visit. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

QUESTION 34

Northern Trail Outfitters wishes to use Tableau CRM as part of their Consumer Goods Cloud rollout. What data is required to support successful creation of the app?

- A. Products must be associated to retail stores
- B. Retail Visit KPIs must be created
- C. Retail Store KPIs must be created
- D. Promotions must be created and associated to retail store locations

Correct Answer: A

Section:

Explanation:

A data requirement to support successful creation of the Tableau CRM app for Consumer Goods Cloud is that products must be associated to retail stores. This is because the Tableau CRM app analyzes the sales performance and product distribution across different stores and segments, and identifies opportunities and gaps for product placement and availability. Without associating products to retail stores, the app cannot provide accurate and meaningful insights. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.



QUESTION 35

A Company by the name of Northern Trail Outfitters(NTO) leverages top industry professionals to manage direct store delivery. How should a consultant explain the power of Consumer Goods Cloud's Einstein for CG- Visit Recommendations feature to NTO?

- A. By adopting the Einstein for CG- Visit Recommendations with the consumer goods cloud, Professionals can focus on these work while having information served to them that will support them in being competitive
- B. Einstein for Consumer Goods Cloud is a great tool, but like all software Consumer Goods Cloud is a work in progress. Updates to resolve the functionality gaps of professionals aren't likely to occur until one of the three yearly releases.
- C. Consumer Goods Cloud Einstein for CG - Visit Recommendations feature is natively powered by market research data enabling comprises to target customers by leveraging big data and competitors performance
- D. By adopting the Einstein for CG - Visit Recommendations on the Consumer Goods Cloud the existing workforce can be terminated and replaced with more affordable lay workers to increase margins

Correct Answer: A

Section:

Explanation:

Einstein for CG- Visit Recommendations is a feature that uses artificial intelligence to suggest optimal store visits for field reps based on predefined rules and criteria. By adopting this feature with the consumer goods cloud, professionals can focus on their work while having information served to them that will support them in being competitive. For example, they can prioritize the most profitable or strategic stores, avoid unnecessary or redundant visits, and optimize their routes and schedules. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 36.

QUESTION 36

At which three levels can Store Action Plan Templates for recommended tasks for a visit be defined?

- A. Location
- B. Retail Store Group
- C. Retail Store
- D. In-Store Location
- E. Account



Correct Answer: A, C, E

Section:

QUESTION 37

Which three Consumer Goods Cloud(CGC) objects are linked to the product2 object in the CGC data model?

- A. Assortment Product
- B. Delivery Product
- C. Assessment Task Product
- D. Promotion Product
- E. Store Product

Correct Answer: A, D, E

Section:

Explanation:

Assortment Product, Promotion Product, and Store Product are three Consumer Goods Cloud objects that are linked to the product2 object in the CGC data model. These objects represent different aspects of products in relation to retail stores. They are:

Assortment Product, which represents a product that is part of an assortment list for a retail store. An assortment list is a list of products that should be available in a store based on various factors, such as seasonality, demand, or strategy.

Promotion Product, which represents a product that is part of a promotion for a retail store. A promotion is an offer or incentive that aims to increase sales or awareness of a product or brand.

Store Product, which represents a product that is associated with a specific retail store location. A store product contains information such as the quantity, price, and availability of the product in the store. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 19-20.

QUESTION 38

A Field Rep is having challenges measuring their share-of-shelf due to a recent change in packaging to a competitor's product, which makes their products look almost identical. When using Einstein, the competitor's product was marked incorrectly as the rep's product. What should the rep do to prevent this from happening in the future?

- A. Turn the competitor's products around and re-perform the check.
- B. Contact the manager to create a new planogram.
- C. Cancel the task and perform the planogram check manually.
- D. Edit product tags.

Correct Answer: D

Section:

Explanation:

To prevent Einstein from marking the competitor's product incorrectly as their own product when measuring their share-of-shelf, the field rep should edit product tags. Product tags are labels that identify and count products in an image using Einstein Vision. Einstein Vision is a feature that uses artificial intelligence to detect and count objects in an image. By editing product tags, the field rep can correct any errors or inaccuracies in the object detection process and ensure that their own products and their competitor's products are tagged correctly. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 24.

QUESTION 39

Which object is exclusively available to users in setup to perform direct store delivery?

- A. Shipment
- B. Delivery Task
- C. Order
- D. ProductTransfer

Correct Answer: B

Section:

QUESTION 40

Which three fields are available on the Retail Store object that differentiate them from the Account object?

- A. Delivery Method
- B. Operating Hours
- C. Preferred Visit Hours
- D. Shipping Address
- E. Payment Method

Correct Answer: A, B, C

Section:

QUESTION 41

For flow based tasks, which two statement are correct?

- A. A Retail Store KPI is always needed and is passed to the flow in the variable Retail Store KPI.



- B. Retail Visit KPIs always need a corresponding Retail Store KPI.
- C. Assessment Task IDs and Visit IDs are passed to the flow in a flow task.
- D. Retail Store KPIs are not needed, as long as an Assessment Indicator Definition is available within the flow to create the Retail Visit D KPI.
- E. Flow based tasks should never be used for tasks that require a Retail Visit KPI.

Correct Answer: A, C

Section:

