

**Exam Code: CIS-CSM**

**Exam Name: Certified Implementation Specialist - Customer Service Management**



## Exam A

### QUESTION 1

Which of the following are correct for parent/child synchronization? (Choose two.)

- A. Multiple child cases can be managed from a parent case as in Major Issue Management
- B. The Administrator can choose which fields to synchronize from parent to child cases
- C. Parent to child cases can be synchronized regardless of which state the case is in
- D. The property to synchronize parent to child cases is automatically enabled

**Correct Answer: A, C**

**Section:**

**Explanation:**

<https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/task/config-major-case-synchronization.html>

### QUESTION 2

When the channel field on a case form is set to Social where are details of the social media conversations related to the case stored?

- A. Social Channels
- B. Social Profiles
- C. Social Logs
- D. Work notes
- E. Additional comments

**Correct Answer: C**

**Section:**

### QUESTION 3

What determines how an escalation request is processed?

- A. Escalation Rule
- B. Escalation Template
- C. Escalation Severity
- D. Escalation Justification

**Correct Answer: B**

**Section:**

### QUESTION 4

Which roles can specify both skills and mandatory skills for cases and tasks? (Choose two.)

- A. Customer service manager (sn\_customerservice\_manager) Most Voted
- B. Customer service agent (sn\_customerservice\_agent) Most Voted
- C. Customer administrator (sn\_customerservice.customer\_admin)



D. Partner (sn\_customerservice.partner)

**Correct Answer: A, B**

**Section:**

**QUESTION 5**

Which predefined conversations are available for Customer Service Virtual Agent? (Choose two.)

- A. Create Contact
- B. Check Case Status Most Voted
- C. Close Case
- D. Get Help with an Order Most Voted
- E. Get Help with an Asset

**Correct Answer: B, D**

**Section:**

**Explanation:**

<https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/concept/csm-virtual-agent-chatbot.html>

**QUESTION 6**

Which roles can propose a case as a Major Case candidate? (Choose three.)

- A. Proxy contact (sn\_customerservice.proxy\_contact)
- B. Customer case manager (sn\_customerservice.customer\_case\_manager)
- C. Customer service manager (sn\_customerservice\_manager) Most Voted
- D. Customer service agent (sn\_customerservice\_agent) Most Voted
- E. Major issue manager (sn\_majorissue\_mgt.major\_issue\_manager)

**Correct Answer: C, D, E**

**Section:**

**QUESTION 7**

Once a major case candidate is approved a major case is created. What then happens to the customer case?

- A. The customer case becomes a child case of the major case
- B. The customer case will be automatically closed
- C. The customer case becomes the parent case of the major case
- D. The customer case will automatically be related to a problem

**Correct Answer: C**

**Section:**

**QUESTION 8**

What are the types of units used to measure entitlements? (Choose two.)

- A. Hours
- B. Contract



- C. Cost
- D. Case

**Correct Answer: A, D**

**Section:**

**Explanation:**

Entitlements are counted on a per unit basis. The Unit field on the Service Entitlement form defines the unit type, either cases or hours.

Source: <https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/task/configure-csm-entitlements.html>

#### QUESTION 9

Which of the following roles can update a consumer's record? (Choose two.)

- A. Consumer Support Agent (sn\_customerservice.consumer\_agent)
- B. Customer Service Manager (sn\_customerservice\_manager)
- C. Customer Service Agent (sn\_customerservice\_agent)
- D. Customer (sn\_customerservice.customer)

**Correct Answer: A, D**

**Section:**

#### QUESTION 10

Which of the following statements is correct when the 'Contact Local Time' field is enabled in a case form?

- A. The field is not based of the customers profile time zone
- B. The field is active in the base form
- C. The field is always based on the system time zone
- D. Agents can use the field to identify if it is the right time to contact customer



**Correct Answer: A**

**Section:**

#### QUESTION 11

What allows the implementation of phases and tasks to meet performance goals track progress and measure success?

- A. Performance Analytics Spotlight
- B. Scheduled Reporting
- C. Service Level Agreement Tasks
- D. Continual Improvement Management

**Correct Answer: D**

**Section:**

#### QUESTION 12

Which of the following is correct regarding the social media channel?

- A. Cases cannot be created from any of the social channels
- B. Cases are NOT created automatically from any of the social channels

- C. Cases can be created automatically depending on which social channel is used
- D. Cases are created automatically from all of the social channels

**Correct Answer: C**

**Section:**

**QUESTION 13**

In ServiceNow's CSM Application, what is an interaction?

- A. Any configuration item that has been made accessible to customers
- B. A record that a Customer Service Agent uses to identify and resolve a question or an issue for an external customer
- C. A binding agreement between two parties
- D. A request for assistance made through a chat, phone call, or walk-up

**Correct Answer: D**

**Section:**

**QUESTION 14**

Special handling notes property: Width of the Special Handling Notes pop-up window in pixels, default 500 px.

Options are :

- A. sn\_shn.max\_num\_alerts
- B. sn\_shn.note\_preferences
- C. sn\_shn.popup\_width

**Correct Answer: C**

**Section:**

**QUESTION 15**

Is the Customer Service Social Integration plugin (com.sn\_cs\_social) activated as part of the Customer Service Management plugin?

Options are :

- A. Maybe
- B. No
- C. Yes
- D. I don't know

**Correct Answer: C**

**Section:**

**QUESTION 16**

True/False: The Agent Chat [com.glide.interaction.awa] plugin is required for chat in Agent Workspace.

Options are :

- A. False
- B. True



**Correct Answer: B**

**Section:**

**QUESTION 17**

\_\_\_\_\_ is a role for managing all of the cases in an account and any related child accounts.

Options are :

- A. Partner administrator [sn\_customerservice.partner\_admin]
- B. Consumer [sn\_customerservice.consumer]
- C. Customer [sn\_customerservice.customer]
- D. Partner [sn\_customerservice.partner]
- E. Customer case manager [sn\_customerservice.customer\_case\_manager]
- F. Customer administrator [sn\_customerservice.customer\_admin]

**Correct Answer: E**

**Section:**

**QUESTION 18**

Entitlements specify the level of service provided to customers.

- A. False
- B. True

**Correct Answer: B**

**Section:**

**QUESTION 19**

Upon self-registration through the Consumer Service Portal, a record is created in: (Choose two.)

- A. Contact (customer\_contact)
- B. Consumer User (csm\_consumer-user)
- C. Consumer (csm\_consumer)
- D. CSM User (csm\_user)

**Correct Answer: B, C**

**Section:**

**QUESTION 20**

Who can create a customer service case from a community discussion? (Choose two.)

- A. Customer service agent (sn\_customerservice\_agent)
- B. Proxy case creator (sn\_customerservice.proxy\_case\_creator)
- C. Partner (sn\_customerservice.partner)
- D. Case Viewer (sn\_customerservice.case\_viewer)

**Correct Answer: A, B**

**Section:**



**QUESTION 21**

Which CSM Configurable Workspace feature enables agents to quickly view records in the contextual side panel without switching tabs?

- A. Contextual Search
- B. Agent Assist
- C. Dynamic Related Records
- D. Record Information

**Correct Answer: C**

**Section:**

**QUESTION 22**

With the Auto Close Resolved Cases flow enabled, and using its default settings, when will a reminder be sent to a non-responsive customer?

- A. After 3 days
- B. After 5 days
- C. After 1 day
- D. After 7 days

**Correct Answer: B**

**Section:**

**QUESTION 23**

The self-registration feature enables new customer contacts to submit registration requests from the customer portal. Which role is responsible for creating the unique registration code for each account?

- A. Customer Service Manager (sn\_customerservice\_manager)
- B. System administrator (admin)
- C. Service organization administrator (sn\_customerservice.service\_organization\_admin)
- D. Customer admin (sn\_customerservice.customer\_admin)

**Correct Answer: B**

**Section:**

**QUESTION 24**

What are some of the influencing factors that will help determine the type of customer support desk structure required? (Choose four.)

- A. Knowledge and skills required for agents
- B. Geographical location of customer
- C. Languages spoken by agents
- D. Number and type of support tools available
- E. Number of customer service portals used
- F. Number of agents required

**Correct Answer: A, C, D, F**

**Section:**

**QUESTION 25**

What is the default value in the Channel field when a new case is opened by a customer in the Service Catalog, using the Customer Service Portal?

- A. Web
- B. Catalog
- C. Portal
- D. Virtual Agent

**Correct Answer: A**  
**Section:**

**QUESTION 26**

When activating the Customer Service Management Demo Data plugin, which case type is available besides product case?

- A. Order
- B. Contract
- C. FAQ
- D. Monitoring
- E. Request
- F. Billing

**Correct Answer: A**  
**Section:**

**QUESTION 27**

What's the purpose of the Deactivate Special Handling Notes Scheduled Job?

- A. Runs at the end of the month and deactivates all Special Handling notes more than 30 days old
- B. Runs weekly and must have the Active checkbox unchecked in order for Special Handling notes to be deleted by the end of the week
- C. Runs on demand by the System Admin who must set specific weekly schedules and set only those that are priority 1-critical to be deactivated
- D. Runs daily at midnight, checks all active alerts and sets the status to Expired for those that have reached their expiration dates

**Correct Answer: D**  
**Section:**

**QUESTION 28**

What does the Agent Whisper function do?

- A. Lets agents and chat supervisors have a conversation without the requester knowing
- B. Lets the chat supervisors have a conversation with the requester without the agent knowing
- C. Lets agents have chat conversations with other agents without the requester knowing
- D. Lets agents and requesters have a conversation without the chat supervisor knowing

**Correct Answer: A**  
**Section:**

**QUESTION 29**

Agents and managers cannot create knowledge articles from Community questions.





- A. True
- B. False

**Correct Answer: B**

**Section:**

**Explanation:**

The ownership group for this knowledge article. An ownership group consists of a group of members and a manager who are responsible for approvals, ensuring article quality, and feedback tasks. Ownership groups can publish, edit, and retire knowledge articles that they are associated with.

#### QUESTION 30

Information about a customer's service contract is found in Knowledge.

- A. False
- B. True

**Correct Answer: A**

**Section:**

**Explanation:**

customer-service-management/concept/c\_ContractsAndEntitlements.html

#### QUESTION 31

From what places in SN can an agent create a case? (Choose three.)

- A. Customer Service Application
- B. Contact
- C. Account
- D. Chat

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

customer-service-management/reference/r\_CustomerServiceCaseForm.html

#### QUESTION 32

What are the conditions that matching rules are based on? (Choose two.)

- A. Agent resources best suited to work on a case
- B. Specific routing rules
- C. Filters set up in advanced work assignment
- D. Specific case attributes

**Correct Answer: A, D**

**Section:**

**Explanation:**

customer-service-management/concept/c\_CaseRouting.html

#### QUESTION 33



Matching rules enhance assignment capability by \_\_\_\_\_.

- A. Matching best agent by availability
- B. Providing dynamic matching of cases to groups or individuals
- C. Determining if account is a customer or partner
- D. Matching best agent by skill

**Correct Answer: D**

**Section:**

**Explanation:**

[customer-service-management/concept/c\\_CaseRouting.html](https://customer-service-management/concept/c_CaseRouting.html)

#### QUESTION 34

Special Handling Notes can apply to which one of the following based on specific attributes?

- A. Domain
- B. Contact
- C. Holiday
- D. VIP

**Correct Answer: B**

**Section:**

**Explanation:**

<https://killexams.com/demo-download/ServiceNow-CIS-CSM>

#### QUESTION 35

Predictive Intelligence improves Case management by:

- A. Predicting what values should have gone into empty fields in historical records
- B. Reducing the number of records needed to accurately predict a value
- C. Replacing legacy routing rules
- D. Predicting Case values without manual intervention

**Correct Answer: D**

**Section:**

#### QUESTION 36

Which of the following is a condition for matching rules?

- A. Agent domain
- B. Assignment
- C. Switching
- D. Specific case attributes

**Correct Answer: D**

**Section:**

**Explanation:**



customer-service-management/concept/case-assignment-matching-rules.html

**QUESTION 37**

What do blue circles in the timeline of a case form represent?

- A. Note
- B. State
- C. Activity
- D. Comment

**Correct Answer: B**

**Section:**

**Explanation:**

customer-service-management/reference/r\_CustomerServiceCaseTimeline.html

**QUESTION 38**

Predictive Intelligence improves triage quality by eliminating the guesswork. Predictive Intelligence supports which of the following decisions? (Choose two.)

- A. Case Escalation
- B. Case State
- C. Case Categorization
- D. Case Prioritization

**Correct Answer: C, D**

**Section:**

**QUESTION 39**

Which Business Rules are part of the Customer Service Management baseline configuration? (Choose two.)

- A. Apply Role by Customer
- B. Auto Assessment
- C. Change Update to Close
- D. Update Case Entitlement

**Correct Answer: B, D**

**Section:**

**Explanation:**

Source: [https://docs.servicenow.com/bundle/vancouver-customer-service-management/page/product/customer-service-management/reference/r\\_BRIWCustomerService.html](https://docs.servicenow.com/bundle/vancouver-customer-service-management/page/product/customer-service-management/reference/r_BRIWCustomerService.html)

**QUESTION 40**

What are the Critical Success Factors that are related to CSM Suite Implementations? (Choose four.)

- A. Define the Business Pain Points
- B. Provide consistent service to customers
- C. Have a clear understanding of the use cases
- D. Define the number of hours needed to develop the associated requirements
- E. Implementation is only as good as the underlying process



**Correct Answer: A, C, D, E**

**Section:**

**QUESTION 41**

What should be emphasized when designing solutions? (Choose three.)

- A. Minimize customizations
- B. Focus Out-of-the-box functionality
- C. Design for Scalability
- D. Mobile friendly functionality

**Correct Answer: B, C, D**

**Section:**

**QUESTION 42**

What role does the Engagement Manager play before the Workshop? (Choose two.)

- A. Project Manager
- B. Acts as intermediary
- C. Provides answers to technical problems
- D. Assists with technical requirements

**Correct Answer: A, D**

**Section:**

**QUESTION 43**

What should be part of the pre-engagement collateral?

- A. Frequently Asked Questions (FAQ)
- B. Scoping Guide
- C. Customer Service roles template
- D. Stock Keeping Unit (SKU) and pricing sheet

**Correct Answer: C**

**Section:**

**QUESTION 44**

Articles can provide the following: (Choose three.)

- A. Document current and known issues
- B. Provide answers and responses to common issues or questions
- C. Information about customer's service contract
- D. Share product information

**Correct Answer: A, B, D**

**Section:**



**QUESTION 45**

Contextual Search framework is used for providing Knowledge search results in which of these scenarios?

- A. Entering question in portal only
- B. Record Producer only
- C. Both portal question entry and Record Producer
- D. None of the above

**Correct Answer: C**

**Section:**

**QUESTION 46**

Which of the following are true regarding integrating a ServiceNow Knowledge base with external content?  
(Choose two.)

- A. Imported external articles appear as attachments in ServiceNow
- B. Only applications that allow WebDAV connections can be integrated
- C. The imported article will have the same category it had in the source knowledge base
- D. SharePoint blocks this integration

**Correct Answer: B, C**

**Section:**

**QUESTION 47**

Access to a Knowledge base or Article can be restricted based on a customer's assets and the product models using which of the following? (Choose two.)

- A. Knowledge Product Entitlements
- B. Data Policy
- C. ACL
- D. User Criteria

**Correct Answer: A**

**Section:**

**QUESTION 48**

What are some benefits that Knowledge Product Entitlement provide? (Choose three.)

- A. Reduces call volume
- B. Makes it easier for Agents to manage case volume
- C. Allows access to Knowledge Articles that are related to products owned by a customer
- D. Information about customer's service contract

**Correct Answer: A, B, C**

**Section:**

**QUESTION 49**

What are the characteristics of Knowledge Categories?

- A. Shareable across KBs: Yes ; Multi-Level: No
- B. Shareable across KBs: No ; Multi-Level: Yes
- C. Shareable across KBs: No ; Multi-Level: No
- D. Shareable across KBs: Yes ; Multi-Level: Yes

**Correct Answer: B**

**Section:**

**QUESTION 50**

Users with the sn\_customerservice.proxy\_contact role can do which of the following? (Choose two.)

- A. Manage cases on behalf of customer service agents
- B. Create cases on behalf of customers
- C. Manage requests on behalf of customer service agents
- D. Create requests on behalf of customers
- E. Manage major incident communication on behalf of a customer service manager

**Correct Answer: B, D**

**Section:**

**Explanation:**

[customer-service-management/concept/employee-create-case-for-customer.html](#)

**QUESTION 51**

What is the purpose of a Catalog Item variable?

- A. Allows the customer to ask a question
- B. Provides hint to the user on the field
- C. Opens a chat session with customer support
- D. Allows the customer or consumer to qualify their answer

**Correct Answer: D**

**Section:**

**QUESTION 52**

What one of the following is optional when creating a Catalog workflow?

- A. Publishing the workflow
- B. Defining workflow activities
- C. Approving the workflow
- D. Managing workflow versions

**Correct Answer: D**

**Section:**

**QUESTION 53**

What module is used to create Case Record Producers?



- A. Case Record Producers
- B. Edit Records
- C. Record Producers
- D. Maintain Records

**Correct Answer: C**

**Section:**

**QUESTION 54**

Which one is NOT a dependency for the Customer Service Plugin?

- A. Task Activities
- B. Skills Management
- C. Openframe
- D. Communities

**Correct Answer: D**

**Section:**

**QUESTION 55**

ACME corporation wants to use ServiceNow CSM for supporting their customers through Twitter. What CSM entity would you recommend ACME to store the customer's Twitter profile details?

- A. Account
- B. Not supported
- C. Consumer
- D. Social Profile
- E. Personnel File

**Correct Answer: D**

**Section:**

**QUESTION 56**

Which social media channels are NOT available out-of-box?

- A. Facebook
- B. Twitter
- C. LinkedIn
- D. All of the above
- E. None of the above

**Correct Answer: C**

**Section:**

**QUESTION 57**

What is the equivalent of NOT selecting any group, when configuring multiple active configurations of OpenFrame?



- A. Selecting all the groups
- B. Selecting none of the groups
- C. Missing configuration
- D. Misconfigured

**Correct Answer: A**

**Section:**

**QUESTION 58**

How many outbound email accounts are supported in Customer Service Management?

- A. One
- B. Unlimited
- C. Two
- D. One per business service

**Correct Answer: A**

**Section:**

**Explanation:**

id=community\_question&sys\_id=8c8a948f1bc3cc50ada243f6fe4bcba4

**QUESTION 59**

What are features of Customer Service Management? (Choose four.)

- A. Timed Audits
- B. Service Entitlements
- C. Demand Management
- D. Service Prospecting
- E. Real-time SLAs
- F. Service Contracts
- G. Skills-based routing

**Correct Answer: B, C, E, G**

**Section:**

**QUESTION 60**

What are the Forum User Types? (Choose three.)

- A. Admin
- B. Registered
- C. Public
- D. Custom
- E. Moderator

**Correct Answer: B, C, E**

**Section:**





**Explanation:**

[customer-communities/concept/communities-permissions.html](#)

**QUESTION 61**

Which of the following are true regarding the Community Portal application? (Choose two.)

- A. It is available to any customer with a Community license
- B. It is available by default with the Support and Service portals
- C. It is only available to CSM license holders
- D. Most of the configuration does not require System Administrator role

**Correct Answer: A, C**

**Section:****Explanation:**

- Licensed for the Customer Service Management application & licensed for HR Service Delivery, so c. is wrong, which makes a. a logical choice - 'The roles required to define requirements and set up forums include sn\_communities.admin or sn\_communities.forum\_admin.' (d.) Source: - <https://docs.servicenow.com/bundle/utah-customer-service-management/page/product/customer-communities/task/activate-communities.html> (licensing) - [https://docs.servicenow.com/bundle/utah-customer-service-management/page/product/customer-communities/reference/r\\_setup-communities-admin.html](https://docs.servicenow.com/bundle/utah-customer-service-management/page/product/customer-communities/reference/r_setup-communities-admin.html)

**QUESTION 62**

If only one user reports a content for moderation, the content will be hidden.

- A. True
- B. False

**Correct Answer: B**

**Section:****Explanation:**

[customer-communities/task/approve-reject-content.html](#)

**QUESTION 63**

The available case types are: (Choose two.)

- A. Product Support
- B. Order
- C. Product
- D. Support

**Correct Answer: B, C**

**Section:****Explanation:**

[customer-service-management/concept/manage-csm-case-types.html](#)

**QUESTION 64**

What is required to enable the Follow the sun field on the Customer Service Case form?

- A. Nothing, it is a standard field
- B. The value property on the form must be set to true
- C. The plugin 'com.snc.csm\_time\_recording' needs to be activated



D. The value property on the form must be set to true and the field added to the case form

**Correct Answer: D**

**Section:**

**Explanation:**

customer-service-management/reference/r\_CustomerServiceCaseForm.html

**QUESTION 65**

In the Customer Service Management space, what does the term asset management mean?

- A. Financial, contractual and inventory information of assets
- B. A set of business activities and processes used to track assets
- C. Tables in the Asset application
- D. Tracking products or services customers are using

**Correct Answer: A**

**Section:**

**QUESTION 66**

Which of the following roles cannot update a consumer's record?

- A. sn\_customerservice\_agent
- B. sn\_customerservice\_manager
- C. sn\_customerservice.consumer\_agent
- D. admin

**Correct Answer: A**

**Section:**

**Explanation:**

customer-service-management/task/create-a-consumer-record.html

**QUESTION 67**

In the 'Action Status' column on a case list what could a red indicator dot mean? (Choose two.)

- A. Blocked by approval
- B. Blocked by case task
- C. Blocked internally and by customer
- D. Blocked by internally

**Correct Answer: C, D**

**Section:**

**QUESTION 68**

Configuration items (CIs) are entities that capture the individual configurations for each product sold to the customer CIs are stored in the configuration management database (CMDB). Assets are specific product instances that are supported for a customer. Which of the following statements is correct for CIs and assets?

- A. The contract and entitlements of an asset dictate whether or not it is stored in the CMDB



- B. The CMDB only tracks CIs, assets cannot be CIs
- C. While the CMDB may track some assets as configuration items (CIs) not ALL assets are CIs
- D. The CMDB tracks all assets as configuration items (CIs)

**Correct Answer: C**

**Section:**

**Explanation:**

<https://docs.servicenow.com/bundle/washingtondc-it-asset-management/page/product/hardware-asset-management/concept/work-with-asset-ci.html>

#### QUESTION 69

Regarding Account Teams, what is the purpose of marking a role as 'unique'?

- A. The role then becomes a child responsibility
- B. Ensure there is a dedicated account manager for that account
- C. The role then becomes a parent responsibility
- D. Prevent the same role being used on different customer accounts

**Correct Answer: A**

**Section:**

**Explanation:**

[https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/task/t\\_CreateAResponsibilityDefinition.html](https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/task/t_CreateAResponsibilityDefinition.html)

#### QUESTION 70

Which service catalogs are available out-of-the-box in the customer portals? (Choose two.)

- A. Partner Service
- B. Customer Service
- C. Consumer Service
- D. Product Service

**Correct Answer: A, B**

**Section:**

#### QUESTION 71

To which entities can Special Handling Notes be applied out of the box?

- A. Consumer
- B. Entitlement
- C. Sold Product

**Correct Answer: A**

**Section:**

#### QUESTION 72

Which capabilities does the integration with Microsoft Outlook add-in offer? (Choose two.)

- A. Escalate a case on the add-m panel of Outlook



- B. Register the sender of an email as contact
- C. As the Microsoft Outlook user, register yourself as self-contributor
- D. Create cases using email content in Outlook for the customer contact

**Correct Answer: B, D**

**Section:**

**QUESTION 73**

In the Customer Service Management space what defines the term asset?

- A. A physical item
- B. A specific product instance supported for a customer
- C. A product that a company supports
- D. A resource that allows a business service

**Correct Answer: B**

**Section:**

**QUESTION 74**

Out-of-the-box, cases are automatically closed after how many days?

- A. 3 days
- B. 5 days
- C. 10 days
- D. Cases are not automatically closed by default

**Correct Answer: D**

**Section:**

**QUESTION 75**

Which of the following child case states would cause parent - child case synchronization to fail?

Choose 3 answers

- A. Cancelled
- B. Resolved
- C. Awaiting Info
- D. In Progress
- E. Closed
- F. New

**Correct Answer: C, D, E**

**Section:**

**QUESTION 76**

In Advanced Work Assignment, what does the overflow assignment capability do, if defined?

- A. Uses matching and assignment rules to send work Items to the agent with the most capacity



- B. When one support group reaches capacity the work Item is automatically routed to another group
- C. Uses matching and assignment rules to send won\* items to the agent with the highest availability
- D. Routes cases to different groups based on their skill set and availability

**Correct Answer: B**

**Section:**

**QUESTION 77**

What are the three main components that make up Proactive Customer Service Operations?

Choose 3 answers

- A. proactive Case
- B. Service-Aware Install Base
- C. Service-Aware CMDB
- D. Proactive Prevention
- E. Service Reporting
- F. Service Monitoring

**Correct Answer: A, B, E**

**Section:**

**QUESTION 78**

When working with case types, what is the lowest level in the case type hierarchy called?



- A. Leaf-level
- B. Decision-level
- C. Base-level
- D. Sub-level

**Correct Answer: A**

**Section:**

**QUESTION 79**

The assignment workbench uses configurable matching criteria to evaluate agents in a selected group and provide an overall ranking. What are the different types of criteria available for the assignment workbench?

Choose 3 answers

- A. Correlation
- B. Simple Match
- C. Scripted
- D. Availability
- E. Aggregate

**Correct Answer: B, C, E**

**Section:**

**QUESTION 80**

What happens to a case whenever the state of one of the associated IT Service Management records (incident, problem, change) is updated?

- A. The case action status changes to Related Task Updated
- B. The case escalates to an assignment group as defined in the default escalation template
- C. The case work notes are updated automatically
- D. The case displays a special handling note highlighting the update

**Correct Answer: C**

**Section:**

**Explanation:**

<https://docs.servicenow.com/en-US/bundle/vancouver-it-service-management/page/product/problem-management/concept/sync-btwn-inci-prob.html>

#### QUESTION 81

Based on which out-of-box attributes can Special Handling Notes be applied to cases?

Choose 3 answers

- A. Product Model
- B. Account
- C. Service Contract
- D. Contact
- E. Install Base Item

**Correct Answer: A, B, D**

**Section:**

**Explanation:**

[https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/concept/c\\_OnScreenAlerts.html](https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/concept/c_OnScreenAlerts.html)

#### QUESTION 82

Now Create provides a prescriptive methodology, leading practices, and accelerators to help with ServiceNow implementations and upgrades How many sequential project phases and exit gates are there in the Now Create Methodology?

- A. Four
- B. Three
- C. Six
- D. Five

**Correct Answer: D**

**Section:**

**Explanation:**

E-book see 223. <https://evantage.gilmoreglobal.com/reader/books/SN-CSMI-T010-PG-E/pageid/222>

#### QUESTION 83

What features are included with the Customer Service Portal?

Choose 3 answers

- A. Header with links for different customer activities such as creating a case
- B. Search feature to get Information from several repositories
- C. Links to information sources such as the knowledge base, community and customer support

- D. Links to marketing promotions and product coupons
- E. The ability to create new accounts

**Correct Answer: A, B, C**

**Section:**

**Explanation:**

<https://docs.servicenow.com/bundle/washingtondc-customer-service-management/page/product/customer-service-management/task/use-the-customer-portal.html>

#### QUESTION 84

From which one of the following can an agent create a CSM Case:

- A. Human Resource Application
- B. Incident Management
- C. Chat
- D. Special Handling Note

**Correct Answer: C**

**Section:**

**Explanation:**

Source: <https://docs.servicenow.com/bundle/sandiego-customer-service-management/page/product/customer-service-management/concept/customer-service-case-types.html>

#### QUESTION 85

What is a supported external customer that, in turn, sells to and supports one or more customers?

- A. Partner
- B. Account
- C. Contact
- D. Consumer

**Correct Answer: A**

**Section:**

#### QUESTION 86

Name a security benefit gained from using scoped applications:

- A. Prevents changes to tables without explicit permission from IT
- B. Prevents third party Integrations
- C. Limits the number of update sets that can be applied
- D. Limits accessibility to other applications in the Instance

**Correct Answer: D**

**Section:**

#### QUESTION 87

Advanced Work Assignment assigns work to agents based on their availability, capacity, and skills. Agent Affinity enhances the Advanced Work Assignment process by adding additional agent details organized by affinity type.

Which of these are these affinity types?

Choose 3 answers



- A. Skill seniority
- B. Account team responsibility
- C. Related task
- D. Historical
- E. Product expertise

**Correct Answer: B, C, D**

**Section:**

**Explanation:**

<https://evantage.gilmoreglobal.com/reader/books/SN-CSMI-T010-PG-E/pageid/128>

#### QUESTION 88

An Account Relationship is based on a defined account relationship type. Users with the System Administrator role can define two types of relationships:  
Choose 2 answers

- A. Partner-to-customer
- B. Customer-to-Consumer
- C. Account-to-account
- D. Partner-to-account
- E. Account-to-customer

**Correct Answer: C, D**

**Section:**

#### QUESTION 89

Which ServiceNow products can be integrated out-of-the-box with CSM?  
Choose 3 answers

- A. Risk Wana9emenl
- B. ITOM Event Management
- C. DevOps
- D. Financial Management
- E. Strategic Portfolio Management

**Correct Answer: B, D, E**

**Section:**

**Explanation:**

<https://docs.servicenow.com/bundle/vancouver-customer-service-management/page/product/customer-service-management/concept/integrate-csm-other-applics.html>

#### QUESTION 90

What is a case?

- A. An individual record that handles and routes issues for internal users
- B. An Individual record that is used to identify and create automation opportunities
- C. An individual record that is used to identify and resolve a question or issue for an external customer
- D. An individual record that handles and resolves incidents for external customers





**Correct Answer: C**

**Section:**

**Explanation:**

<https://docs.servicenow.com/en-US/bundle/vancouver-customer-service-management/page/product/customer-service-management/concept/csm-cases-case-tasks-overview.html#:~:text=Customer%20service%20cases%20store%20information,work%20necessary%20to%20resolve%20cases.>

**QUESTION 91**

Out-of-box, which functionality handles state transitioning for case management?

- A. Business Rules
- B. Flows
- C. Workflows
- D. State Flows

**Correct Answer: D**

**Section:**

**QUESTION 92**

As an agent you can report a knowledge gap, if you cannot find relevant articles that could help resolve a case. Which action is required to create the knowledge gap?

- A. Document the knowledge gap in the case work notes and escalate the case
- B. Use Related Links on the case form to report a knowledge gap
- C. Post a question in one of the various Customer Service Management knowledge bases
- D. Use the Create Knowledge button on the case form to report a knowledge gap



**Correct Answer: B**

**Section:**

**QUESTION 93**

What types of escalation templates can be created?

Choose 2 answers

- A. Account
- B. Sold Product
- C. Consumer
- D. Case

**Correct Answer: A, D**

**Section:**

**QUESTION 94**

Which of the following allows you to install out-of-the-box Customer Service Management applications within your ServiceNow instance?

Choose 2 answers

- A. Store APPs
- B. XML unloads
- C. Update Sets

D. Plugins

**Correct Answer: A, D**

**Section:**

**Explanation:**

Store Apps: The exclusive source for Now Certified enterprise workflow apps from partners that complement and extend ServiceNow.

- Plugins: Plugins are software components that provide specific features and functionalities within a ServiceNow instance.

[https://docs.servicenow.com/bundle/washingtondc-platform-administration/page/administer/plugins/concept/c\\_ServiceNowPlugins.html](https://docs.servicenow.com/bundle/washingtondc-platform-administration/page/administer/plugins/concept/c_ServiceNowPlugins.html)

[https://store.servicenow.com/sn\\_appstore\\_store.do#!/store/aboutus](https://store.servicenow.com/sn_appstore_store.do#!/store/aboutus)

**QUESTION 95**

When implementing Knowledge Product Entitlements, what is enabled when activating the Enable access control of Knowledge Articles system property?

- A. Allows access to knowledge articles that are related to entitlements owned by a customer
- B. Allows access to multi-product line knowledge articles
- C. Allows access to knowledge articles that are related to products owned by a customer
- D. Allows access to knowledge articles based on customer's security access

**Correct Answer: C**

**Section:**

**QUESTION 96**

An entitlement defines the types of support a customer receives. Entitlements are based on a number of standard fields such as product and asset. When Proactive Customer Service Operations is implemented which additional fields could be used?

Choose 2 answers

- A. Contact
- B. Sold product
- C. Install base Item
- D. Configuration item
- E. Business Service

**Correct Answer: B, C**

**Section:**

**QUESTION 97**

External content integration is important for agents to be able to access knowledge articles from external sources. ALL external sources must be:

- A. webDAV-compliant
- B. Web-based
- C. WebDAV-versioned
- D. Web-configurable

**Correct Answer: A**

**Section:**

**QUESTION 98**

Depending on which CSM workspace you are operating within, certain steps can be applied to configure the form header. Which of the following is correct regarding form headers in the CSM Configurable workspace?

- A. The form headers secondary values can only be displayed above the ribbon components
- B. The form header's secondary values can be displayed in the contextual side panel instead of above the ribbon components
- C. The form header for the case form can display five levels of field values from the case table
- D. The form header's primary values can be displayed in the contextual side panel instead of above the ribbon components

**Correct Answer: B**

**Section:**

#### QUESTION 99

What are the different resource matching methods on the Matching Rule form?

Choose 3 answers

- A. Skill
- B. History
- C. Scripted
- D. Selection Criteria
- E. Simple

**Correct Answer: C, D, E**

**Section:**

#### QUESTION 100

What are the three out-of-the-box playbooks for CSM?

Choose 3 answers

- A. Case Playbook for product Support
- B. Case playbook for Onboarding
- C. Case playbook for Billing
- D. Case playbook for Accounts
- E. Case playbook for Complaints

**Correct Answer: A, B, E**

**Section:**

**Explanation:**

<https://docs.servicenow.com/en-US/bundle/tokyo-customer-service-management/page/product/customer-service-management/concept/customer-service-case-playbooks.html>

#### QUESTION 101

External customers can view the problem, change, and request records associated with their customer service cases from the Customer and Consumer Service Portals. What can they approve in relation to cases via the portals?

- A. Change Records and Request Records
- B. Request Records and Escalations
- C. Problem Records and Incident Records
- D. Problem Records and Escalations

**Correct Answer: A**



**Section:**

**QUESTION 102**

Which roles are responsible for maintaining account team membership? (Choose two.)

- A. Customer Admin [sn\_customerservice.customer.admin]
- B. Customer Case Manager [sn\_customerservice.customer\_case\_manager]
- C. System Administrator [admin]
- D. Customer Service Manager [sn\_customerservice\_manager]

**Correct Answer: C, D**

**Section:**

**QUESTION 103**

Viewing a customer's install base in the CSM Workspaces enables customer service agents to: (Choose two.)

- A. Close an upsell of related products and services not yet purchased by a customer Most Voted
- B. See the detailed configurations of the products and services deployed for a customer to determine the action needed Most Voted
- C. Trace Information provided in a case to the right product or service to which it relates
- D. Monitor related operational services and configuration items that affect service health

**Correct Answer: A, B**

**Section:**

**QUESTION 104**

What is KCS (Knowledge Centered Services)?

- A. A bunch of tables strictly pertaining to CSM case articles that focus on mapping articles to Knowledge management
- B. A documented methodology to provide a set of best practices for creating and maintaining knowledge Most Voted
- C. A dashboard with specific visualization of the different knowledge bases and categories
- D. An application that helps agents and managers to create cases from Knowledge articles

**Correct Answer: B**

**Section:**

**Explanation:**

[https://docs.servicenow.com/en-US/bundle/vancouver-servicenow-platform/page/product/knowledge-management/concept/knowledge-centred-configuration.html#:~:text=Knowledge%2DCentered%20Service%20\(KCS\),KCS%20\(V6\)%20verified%20product.](https://docs.servicenow.com/en-US/bundle/vancouver-servicenow-platform/page/product/knowledge-management/concept/knowledge-centred-configuration.html#:~:text=Knowledge%2DCentered%20Service%20(KCS),KCS%20(V6)%20verified%20product.)

**QUESTION 105**

Depending on the CSM application configurations, cases can be assigned to agents manually or by using auto-assignment. Which routing and assignment features leverage matching rules? (Choose two.)

- A. State Flows
- B. Assignment Workbench
- C. Assignment Rules
- D. CSM Workspace

**Correct Answer: B, C**



**Section:**

**QUESTION 106**

Assignment workbench enables customer service managers to assign tasks to agents via configurable criteria known as Matching Rules. Which out-of-the-box configurable criteria can be used? (Choose three.)

- A. Assigned Cases
- B. Agent Affinity
- C. Availability Today
- D. Matching Skills
- E. Agent History

**Correct Answer: A, C, D**

**Section:**

**QUESTION 107**

Why does the implementation team need to deliver core functionality to the customer as quickly as possible?

- A. To expand the technical reach
- B. To facilitate the requirement gathering during the workshops
- C. To complete any complex customizations early enough
- D. To realize near-term ROI (Return on Investment)

**Correct Answer: D**

**Section:**

**QUESTION 108**

What is a household entity?

- A. Group of users that usually share a common address and use services as a group
- B. Group of people that usually share a common address and use services as a group
- C. Group of customers that usually share a common address and use services as a group
- D. Group of consumers that usually share a common address and use services as a group

**Correct Answer: D**

**Section:**

**QUESTION 109**

What action can be performed by a Partner Admin (sn\_customerservice.partner\_admin) and NOT by a Partner (sn\_customerservice partner) in the Customer Service Portal?

- A. Can view assets belonging to their partner accounts
- B. Can create, view, and edit cases for their partner accounts
- C. Can resolve cases reported by their partner accounts
- D. Can create and update contacts for their partner accounts

**Correct Answer: A**

**Section:**



**QUESTION 110**

Advanced Work Assignment (AWA) pushes work to qualified agents using work item queues, routing conditions, and assignment criteria that you define. Which step would ensure the work was allocated to the appropriate agent?

- A. Set the Agent Experience (What agents see in their Workspace inbox)
- B. Define Assignment Rules (How to assign work items)
- C. Define Work Item Queues (Where to route)
- D. Configure Service Channels (What to route)

**Correct Answer: B**

**Section:**

**QUESTION 111**

From a security perspective, scoping brings several benefits: (Choose two.)

- A. Improves instance security by limiting accessibility to other applications on the instance
- B. Provides CSM teams the autonomy and control needed to configure and manage the CSM application, but not the CSM Service Portals
- C. IT can manage and control the pace of the CSM teams because dependencies have been put in place
- D. The scope holds the records and acts as a container for the desired Customer Service Management Applications

**Correct Answer: A, D**

**Section:**

**QUESTION 112**

Partner admin (sn\_customerservice.partner\_admin) contacts have access to:

- A. Their customer account
- B. Their partner accounts
- C. Both
- D. Neither

**Correct Answer: C**

**Section:**

**QUESTION 113**

What functionality is required to automatically close resolved cases if customers do not respond within a specified time?

- A. Auto Close Resolved Cases Workflow
- B. Auto Close Resolved Cases Flow Designer Flow
- C. Auto Close Resolved Cases Business Rule
- D. Auto Close Resolved Cases Scheduled Job

**Correct Answer: D**

**Section:**

**QUESTION 114**

Customer Service Trending Topics is a capability that enables companies to use Predictive Intelligence to quickly pinpoint factors driving up case volume and act to mitigate them. Which of the following would be a benefit of



using Predictive Intelligence Customer Service Trending Topics?

- A. A guaranteed reduction in call volume per month
- B. Eliminate the need for more traditional performance analytics
- C. Auto-generate clusters of cases that point to similar underlying issues
- D. Create root cause solutions for similar cases

**Correct Answer: C**

**Section:**

**Explanation:**

<https://evantage.gilmoreglobal.com/reader/books/SN-CSMI-T010-PG-E/pageid/156>

**QUESTION 115**

User criteria records may be applied to which knowledge items?

- A. Knowledge Base
- B. Knowledge Base and Category
- C. Knowledge Base and Article
- D. Knowledge Base, Category and Article

**Correct Answer: C**

**Section:**

**Explanation:**

[https://docs.servicenow.com/bundle/washingtondc-servicenow-platform/page/product/knowledge-management/task/t\\_SelectUserCriteria.html](https://docs.servicenow.com/bundle/washingtondc-servicenow-platform/page/product/knowledge-management/task/t_SelectUserCriteria.html)

**QUESTION 116**

Which role must B2B and B2C customers obtain, at a MINIMUM, to have access to a ServiceNow instance?

- A. External (snc\_external)
- B. Account Contact (sn\_cusiometservice.accounti\_contactf
- C. Cusiomer(sn\_customerservice.customer)
- D. Case Creator (sn\_customer service, case creator)

**Correct Answer: A**

**Section:**

**Explanation:**

<https://vceguide.com/which-role-must-b2b-and-b2c-customers-obtain-at-a-minimum-to-access-to-a-servicenow-instance/>