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QUESTION 1

The Sen/ice Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle.

Which document should the BA create?

- A. Journey Map
- B. Heat Map
- C. Process Map

Correct Answer: A

This answer identifies a journey map as the document that the BA should create to visually illustrate the customer case lifecycle for UC. A journey map is a tool that shows how customers interact with a business across different touchpoints,

channels, and stages. A journey map helps to understand and improve the customer experience, identify pain points and opportunities, and align business goals with customer needs.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a-customer-journey-map>

QUESTION 2

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations. The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.

Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?

- A. Persona analysis
- B. Enterprise analysis
- C. Stakeholder analysis

Correct Answer: C

The type of analysis that the BA should recommend to ensure the implementation team avoids this challenge on the current project is stakeholder analysis. Stakeholder analysis is a technique that helps to identify and understand the people who are affected by or involved in a project, and their needs, expectations, interests, influence, and attitudes towards the project. Stakeholder analysis helps to avoid missing or overlooking important stakeholders, and to plan appropriate communication and engagement strategies for each stakeholder group. The other options are either irrelevant or insufficient. Option A does not address the challenge of identifying and understanding stakeholders, but rather their behaviors and preferences. Option B does not address the challenge of identifying and understanding stakeholders, but rather their organizational context and environment. References: <https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management/identify-stakeholders>



QUESTION 3

The business analyst (BA) at Northern Trail Outfitters is getting ready to kick off a new Service Cloud project with the retail division to turn on the Web-to-Case functionality. The BA wants to better understand business processes so they can accurately scope the project.

Which type of documentation should the BA utilize?

- A. Current state analysis
- B. Object models
- C. Use cases

Correct Answer: A

The type of documentation that the business analyst should utilize to better understand business processes so they can accurately scope the project is current state analysis. Current state analysis is a technique that involves assessing and documenting how a business process or workflow is currently performed in an organization. Current state analysis helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. Current state analysis can be done using tools such as interviews, observations, surveys, or process maps. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

QUESTION 4

Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders

during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.

What should the BA do to build trust with the stakeholder as the project continues?

- A. Set up a casual meeting to create a personal connection with the stakeholder.
- B. Reset project expectations at the next meeting with the stakeholder.
- C. Ask an executive sponsor to address the stakeholder's concerns.

Correct Answer: A

The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management>

QUESTION 5



A business analyst (BA) at Northern Trail Outfitters has been asked to prepare documentation including acceptance criteria and definition of done for a Heroku project.

Which way should the BA approach creation of this documentation?

- A. Include the persona's perspective for acceptance criteria and the overall perspective for definition of done.
- B. Create one consolidated set of documentation as the two terms are synonymous and used interchangeably.
- C. Include the overall perspective for acceptance criteria and the persona's perspective for definition of done.

Correct Answer: A

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