

ADMINISTER AND MAINTAIN SERVICE CLOUD (ADX261)

Case Escalations and Entitlements

- Create processes to streamline a support team's workflow and case management.
- Customize fields, page layouts, and record types for different kinds of support cases.
- Define picklist values for each new record type.
- Create case assignment rules, queues, and escalation rules to push cases to the appropriate support team at the appropriate time.
- Create and manage entitlements to customize the level of support for each customer.

Salesforce Knowledge

- Enable Lightning Knowledge and assign appropriate user licenses.
- Customize page layouts and record types to support knowledge article management.
- Customize access to, permissions for, and visibility of knowledge tools and processes.
- Create and manage articles to ensure quality of information.
- Manage and close cases more efficiently using knowledge articles

Lightning Service Console

- Create your own Service Console app.
- Customize the Lightning Console pages.
- Add Utilities to your console.
- Enable and utilize Chat (formerly Live Agent).
- Optimize the use of Omni-Channel.

Salesforce Self-Service Communities

- Enable communities in your Salesforce org.
- Create a permission set for effective administration of communities.
- Customize the look and layout of the community.
- Add the Reputation component to the community