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QUESTION 1

The product development team at Northern Trail Outfitters is creating a process within Salesforce to onboard new retail employees. The business analyst (BA) creates a current state process map by interviewing a few members of the onboarding team using email questionnaires. After presenting the process map to the entire onboarding team, the BA receives feedback that it is incorrect.

What should the BA do to provide the product development team with more accurate information about the onboarding team's process?

- A. Meet with key project stakeholders in a live workshop to build consensus on the current and desired onboarding processes.
- B. Review survey feedback again to better understand pain points in the existing onboarding process.
- C. Conduct individual interviews with each team member to gather more information about the existing onboarding process.

Correct Answer: A

QUESTION 2

Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users are growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load.

What is the first step the BA should take to help resolve the issue?

- A. Update page layouts in production.
- B. Create a test plan for each web browser.
- C. Confirm steps to reproduce the issue.

Correct Answer: C

Explanation: The first step that the business analyst should take to help resolve the issue is to confirm steps to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc. Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes. References:

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/report-and-resolve-issues>

QUESTION 3

Cloud Kicks is planning to create a new Service Cloud console app for its services team to resolve issues with delayed shipments to customers. The business analyst (BA) wrote the user stories based on a written list of requirements provided by the manager of the services team. Upon stakeholder review with the entire services team, many of the user stories were rejected and the BA had to revise them.

When the BA wrote the initial user stories, what was the likely cause of the issue?



- A. The user stories focused on well-defined personas.
- B. The project team failed to discuss the user stories as a group.
- C. The acceptance criteria of the user stories were too specific.

Correct Answer: B

Explanation: The likely cause of the issue was that the project team failed to discuss the user stories as a group before writing them. This could lead to misunderstandings, misalignment, or missing information among the stakeholders and the business analyst. The best practice for writing user stories is to collaborate with all relevant stakeholders and use techniques such as brainstorming, story mapping, or story splitting to elicit and prioritize user needs. The user stories should also be validated and reviewed by all stakeholders before finalizing them. The user stories focusing on well-defined personas is not a likely cause of the issue because personas are useful tools to represent different types of users and their goals, needs, and pain points. The acceptance criteria of the user stories being too specific is not a likely cause of the issue because acceptance criteria are statements that define how to verify that a user story is completed and meets the user's expectations. References: 1 <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories>

QUESTION 4

Cloud Kicks needs to revamp its support process to improve the customer experience and has asked the Service Cloud team to collaborate with the business analyst (BA). The BA has scheduled an initial live process mapping session with all stakeholders and received the following calendar responses:

Stakeholder Role	Response
Expert Agent	Yes
Team Leader	Yes
Service Admin	No
Case Solver	Yes

What should the BA do?

- A. Hold a one-on-one diagram session with each stakeholder before the workshop.
- B. Proceed with the workshop as scheduled with the stakeholders who are available.
- C. Cancel the workshop and reschedule it to a date when all stakeholders are available.

Correct Answer: C

Explanation: This answer states that canceling the workshop and rescheduling it to a date when all stakeholders are available is what the BA should do after receiving the calendar responses for an initial live process mapping session with all stakeholders for revamping its support process to improve the customer experience. A process mapping session is a collaborative activity where the BA and the stakeholders work together to document and analyze the current state of a business process, identify pain points and opportunities, and design the future state of the process. Canceling the workshop and rescheduling it can help the BA to ensure that all stakeholders are present and engaged in the session, and that their input and feedback are captured and considered. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping->



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QUESTION 5

Universal Containers recently launched a solution that leverages Service Cloud for its North America (NA) customer support team. Planning has started for the second phase of the project which will expand the solution to include the Asia Pacific (APAC) customer support team. The APAC readership team has indicated that its processes are similar to the NA team. The APAC team wants to see the high-level process areas that were used for the NA team so it can scope the key priorities for the overall business. The business analyst (BA) has scheduled a meeting with the APAC team. ,

Which action should the BA take during the meeting?

- A. Share individual user stories from the NA implementation.
- B. Review the capability model from the NA Implementation.
- C. Demo the end-to-end solution from the NA implementation.

Correct Answer: B

A capability model is a high-level representation of what a business does or needs to do in order to achieve its goals and objectives. A capability model can help a business analyst review the key process areas that were used for NA team

with APAC team so they can scope their priorities for overall business improvement. A capability model can also help identify gaps or overlaps between different regions or teams.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/create-a-capability-model> <https://www.bain.com/insights/management-tools-capability-sourcing/>

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