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CIS-CSM

Certified Implementation Specialist – Customer Service Management

Version 1.0

Exam A

QUESTION 1

Agents and managers cannot create knowledge articles from Community questions.

A. True
B. False

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
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.
Reference: https://docs.servicenow.com/bundle/orlando-servicenow-platform/page/product/knowledge-management/task/create-knowledge-article.html

QUESTION 2 Information about a customer's service contract is found
in Knowledge.

A. False
B. True

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/c_ContractsAndEntitlements.html

QUESTION 3 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: ABC
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/r_CustomerServiceCaseForm.html

QUESTION 4 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: AD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/c_CaseRouting.html

QUESTION 5 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: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/c_CaseRouting.html

QUESTION 6 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: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7 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: (none)
Explanation

Explanation/Reference:

QUESTION 8 Which of the following is a condition for
matching rules?

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

Correct Answer: B

Section: (none)
Explanation
Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/case-assignment-matching-rules.html

QUESTION 9 What do blue circles in the timeline of a case
form represent?

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/r_CustomerServiceCaseTimeline.html

QUESTION 10
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: CD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.servicenow.com/products/predictive-intelligence.html

QUESTION 11 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: BD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/r_BRIWCustomerService.html

QUESTION 12 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: ACDE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 13 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: BCD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14 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: AD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://jobs.jobvite.com/servicenow/job/oKxz8fwl

QUESTION 15 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: (none)
Explanation

Explanation/Reference:
Reference: https://www.servicenow.com/content/dam/servicenow-assets/public/en-us/doc-type/data-sheet/ds-sim.pdf (2)

QUESTION 16 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: ABD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-servicenow-platform/page/product/knowledge-management/topic/p_KnowledgeManagment.html

QUESTION 17 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: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/madrid-platform-administration/page/administer/contextual-search/concept/c_DefineContextualSearch.html

QUESTION 18 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: BC
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-servicenow-platform/page/product/knowledge-management/concept/knowledge-external-content-integration.html

QUESTION 19
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: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 20 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: ABC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21 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: (none)
Explanation

Explanation/Reference:

QUESTION 22 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: BD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/employee-create-case-for-customer.html

QUESTION 23 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: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-it-service-management/page/product/service-catalog-management/task/t_CreateAVariableForACatalogItem.html

QUESTION 24
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: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-servicenow-platform/page/administer/workflow-administration/task/t_CrtWkflwNewSvcCtlgItm.html

QUESTION 25 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: (none)
Explanation

Explanation/Reference:

QUESTION 26 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: (none)
Explanation

Explanation/Reference:

QUESTION 27
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: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/task/create-social-profile.html

QUESTION 28 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: E
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29 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: (none)
Explanation

Explanation/Reference:

QUESTION 30
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: (none)
Explanation

Explanation/Reference:
Reference: https://community.servicenow.com/community?id=community_question&sys_id=8c8a948f1bc3cc50ada243f6fe4bcba4

QUESTION 31 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: BCEG
Section: (none)
Explanation

Explanation/Reference:

QUESTION 32 What are the Forum User Types?
(Choose three.)

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

Correct Answer: BCE
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-communities/concept/communities-permissions.html

QUESTION 33 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: AC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34 If only one user reports a content for moderation, the content
will be hidden.

A. True
B. False

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-communities/task/approve-reject-content.html

QUESTION 35 The available case types
are: (Choose two.)

A. Product Support

B. Order
C. Product D. Support

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/manage-csm-case-types.html

QUESTION 36 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: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/r_CustomerServiceCaseForm.html

QUESTION 37
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: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-it-service-management/page/product/asset-management/concept/c_AssetManagement.html

QUESTION 38 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: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/task/create-a-consumer-record.html

QUESTION 39
Major Issue Management uses which one of the following capabilities?

A. Governance Risk and Control
B. Targeted Communications
C. Asset management
D. Record producers

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/major-issue-management.html

QUESTION 40 What is required to synchronize fields from a parent to
a child case(s)?

A. The advanced plugin (com.sns.pa.customer_service_advanced) needs to be activated
B. Major Issue Management needs to be installed and certain properties enabled
C. No action required, this is a standard Customer Service Management feature
D. The role of sn_customerservice.customer_case_manager must be assigned

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/task/config-major-case-synchronization.html

QUESTION 41
HOTSPOT

Match the definitions for roles relationships.

Hot Area:

Correct Answer:

Section: (none)
Explanation

Explanation/Reference:

QUESTION 42
Which of the following functions can be completed when using the Field Service Management Application on a mobile device offline? (Choose three.)

A. Manage requests
B. Execute assigned tasks
C. Close work orders
D. Manage cases
E. Manage assets

Correct Answer: BCD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

When your mobile device is offline, you can execute assigned tasks at the task location, manage assets, track the time stamp of updated tasks, and close work orders and work order tasks. The data for tasks performed offline is stored in the device cache and synchronized when the device goes online.
Reference: https://docs.servicenow.com/bundle/madrid-field-service-management/page/product/field-service-management/concept/mobile-experience-fsm.html

QUESTION 43 Information in the Case Field 'Contact' is copied to which
Incident Field?

A. Contact
B. User
C. Customer
D. Caller

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/csm-integration-sm-incident.html

QUESTION 44 How many active OpenFrame configurations can you have
on an instance?

A. 2
B. Unlimited
C. 1
D. 3

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/jakarta-customer-service-management/page/product/customer-service-management/task/t_CreateAnOpenFrameConfiguration.html

QUESTION 45 What are common types of application record data that are imported during a CSM data migration?
(Choose two.)

A. Knowledge Article
B. Accounts
C. Chat
D. Case

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 46 Which are the key self-service functions of the Customer Support Portal?
(Choose three.)

A. Community
B. Knowledge Base
C. Open An Incident
D. Service Catalog

Correct Answer: ABD
Section: (none)
Explanation
Explanation/Reference:
Reference:

QUESTION 47 Which of the following are
channels? (Choose two.)

A. Contacts
B. Web
C. Chat
D. Article

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/configure-csm-omni-channel.html

QUESTION 48 Out-of-the-box, the consumer support portal (/csp) CANNOT be used for which one of the
following actions?

A. Open an incident
B. Viewing knowledge articles
C. Live chat
D. Consumer self-registration

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49 The Customer Support Portal default configuration provides the following channels to interact with
customers? (Choose two.)

A. Web
B. Social
C. Chat
D. Email

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/madrid-customer-service-management/page/product/customer-service-management/concept/c_CustomerPortalOverview.html

QUESTION 50
HOTSPOT

Match the business rule to its function in the Self-Service Portal.

Hot Area:

Correct Answer:

Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/r_BRIWCustomerService.html

QUESTION 51 The ServiceNow Communities feature is only available for customers with ServiceNow Customer Services
Management licenses.

A. True
B. False

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-release-notes/page/release-notes/customer-service-management/communities-rn.html

QUESTION 52 Read the use case below to determine if the customer service relationship
is B2B or B2C.

Mary Contrary experiences a power outage and call the electrical company. The agent determines the outage is local to the customer and scheduled a technician to Mary's house.

A. B2C
B. B2B

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 53
If the CSM Demo Data Plugin has been installed what are two options either of which will prepare that instance to be used as part of the release path to production? (Choose two.)

A. Zboot the instance
B. Disable the Case Interceptor
C. Remove the Demo Data via a HI Request
D. Clone back to this instance from a valid instance

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 54 What criteria can be used to determine when a new inbound case
should be opened?

A. When a new customer is created
B. When an internal problem occurs
C. When a customer has a question or issue to resolve
D. When we have new marketing material for a customer

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 55
From a service provider's perspective, is the following a product or an asset? A
cable modem model that the service provider sells.

A. Product
B. Asset

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 56 Entitlements specify the level of service
provided to customers.

A. False
B. True

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/concept/c_ContractsAndEntitlements.html

QUESTION 57 Partner admin contacts have access to the data of both their partner accounts and
customer accounts.

A. True
B. False

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/orlando-customer-service-management/page/product/customer-service-management/reference/r_RolesInstalledWithCustomerService.html

QUESTION 58 Which of the following are best practice with regard to data
imports? (Choose two.)

A. When importing to multiple instances import to each instance separately.
B. Use ServiceNow automatic functionality to clean the data after it is in ServiceNow tables rather than in the legacy repository.
C. Ensure the field data lengths in ServiceNow are adequate for the imported data because ServiceNow does not automatically adjust the length.
D. Images embedded in Knowledge Articles should be uploaded separately.

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
QUESTION 59 Cost Information on cases is available as part of the Performance Analytics Content Pack for
Customer Service.

A. True
B. False

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.servicenow.com/bundle/london-customer-service-management/page/product/customer-service-management/task/view-csm-executive-dashboard.html