salesforce university

Salesforce Certified Community Cloud Consultant
Study Guide
Summer '16

Contents

About the Salesforce Certified Community Cloud Consultant Credential

The Salesforce Certified Community Cloud Consultant program is designed for consultants who have experience implementing and consulting on the Salesforce Communities applications in a customer-facing role. This credential is targeted toward the Salesforce Community Cloud Consultant or Partner who wants to demonstrate their skills and knowledge in designing, configuring, building, and implementing Salesforce Communities applications, using the declarative customization capabilities of the Communities platform. The Salesforce Certified Community Cloud Consultant is able to meet customer business requirements that are maintainable and scalable, and contribute to long-term customer success. The credential is relevant to customers, partners, employees, and anyone interested in demonstrating competence with Community Cloud. In order to qualify to take the Salesforce Certified Community Cloud Consultant exam, candidates must have earned the Salesforce Certified Administrator credential.

Section 1. Purpose of this Study Guide

This study guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Community Cloud Consultant exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you earn a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

Section 2. Audience Description: Salesforce Certified Community Cloud Consultant

The Salesforce Certified Community Cloud Consultant has experience using the Salesforce Communities applications. The Salesforce Certified Community Cloud Consultant is also able to troubleshoot and solve platform issues.

The Salesforce Certified Community Cloud Consultant generally has six months of hands-on experience administrating or developing on the Salesforce platform. The Salesforce Certified Community Cloud Consultant possesses facilitation and consultative skills at a technical level. The candidate may work internally as an employee or as a consultant. Typical job roles may be:

- Consultant/Senior Consultant
- Solution Architect
- Delivery Manager/Director
- Business Analyst or Business Consultant
- Salesforce Developer

The Salesforce Certified Community Cloud Consultant candidate has the experience, skills, knowledge, and ability to:

- Enable, Create, Configure, Manage Membership, and Deploy Communities.
- Employ architecture design options.
- Configure the community management console.
- Describe the infrastructure of communities.
- Employ build options.
- Describe the capabilities of different deployment types.
- Differentiate between the capabilities of different license types.

- Exercise the capabilities of the Community Management Console (Dashboards, Recommendations, Reputation, Moderation, Insights, Topics, etc.).

- Exercise the capabilities of the Community Builder and Visualforce (Modify templates, Create new pages, Add / Remove Components, Custom Objects, Custom navigation, Branding, Articles/Knowledge).

- Implement the appropriate security model for a given use case (Sharing & Users, Person Accounts, Profiles, etc.).

- Determine if a community is SEO-enabled.

- Employ fundamental best practices for adoption and engagement.

- Invest time in studying the resources listed in this Study Guide and the additional required study materials provided by Salesforce.

A candidate for this exam is not expected to know the following:

- Capabilities and limitation of custom domains

- Advanced best practices for adoption and engagement

- Optimization of SEO

- Implementation of single sign-on

- Scaling issues

- Setting up Person accounts

Section 3. About the Exam
The Salesforce Certified Community Cloud Consultant exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions

- Time allotted to complete the exam: 90 minutes

- Passing Score: 57%

- Registration fee: USD 200; Retake fee: USD 100

- Delivery options: Proctored exam delivered onsite at a testing center

- References: No hard-copy or online materials may be referenced during the exam

- Prerequisite: Salesforce Certified Administrator credential

Section 4. Recommended Training and References
As preparation for this exam, Salesforce University requires that you are a Salesforce Certified Administrator and recommends a combination of: hands-on experience implementing the Community Cloud application and self-study in the areas listed in the Exam Outline section of this study guide.

Salesforce University recommends the following course and resources to guide your study:

- Virtual Instructor-Led Course: [Get Started with Communities (ADM-271)](#)

- Trailhead: [Expand Your Reach with Communities](#)

- Guide (PDF): [Salesforce Communities Implementation (Getting Started with Communities)](#)

- Guide (Website): [Salesforce Communities Implementation (Getting Started with Communities)](#)

- Guide (PDF): [Community Templates (Using Templates to Build Communities)](#)

- Release Notes: [Spring '16](#)

- Release Notes: [Winter '16](#)

- Release Notes: [Spring '15](#)

- Online Help: [Set Up and Manage Salesforce Communities](#)

- Salesforce Website: [Salesforce Community Cloud Features](#)

Community Cloud customers can link to Documentation and Salesforce Help & Training under Welcome in the upper-right corner of the screen in their Community Cloud account (requires login). Non-Salesforce customers can register for instructor-led courses here: http://www.salesforce.com/training.

In addition, Salesforce University recommends reviewing online Documentation, Tip Sheets, and User Guides by searching for the topics listed in the Exam Outline section of the study guide and studying the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through Help & Training. Documentation is also available in PDF format here: https://na1.salesforce.com/help/doc/en/sf.pdf.

Section 5. Exam Outline

The Salesforce Certified Community Cloud Consultant exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with the Community Cloud application and demonstrate knowledge and expertise in each of the areas below.

Objective	Weighting
Implementation	**32%**
Determine license types based on Community member persona.	
Evaluate the infrastructure of a Community.	
Describe the capabilities of different deployment types.	
Determine the mobility requirements for a Community.	
Evaluate integration strategies for a given use case.	
Explain the steps required for a successful Community rollout.	
Given a scenario, determine which limits will influence a Community (e.g., Community user limits).	
Explain how to set up a custom domain for a Community.	
Sharing and Security	**22%**
Determine security requirements given a scenario that includes collaboration, business process, and/or document requirements.	
Determine the appropriate security model for a given use case (e.g., Sharing & Users, Person Accounts, Profiles, Objects).	

Objective	Weighting
Determine the steps to build a public Community.	
Given a scenario, determine the steps to provision Community users.	
Community Setup	**17%**
Determine the steps to expose appropriate tabs based on the needs of the Community constituents.	
Determine the steps to configure and set up topics, and map to the associated knowledge articles.	
Determine the steps to configure and set up Knowledge within a Community.	
Identify the Community user login requirements.	
Determine how to set up email for Community users.	
Explain the multilingual capabilities in Communities.	
Community Builder	**18%**
Determine how to customize a Community to match a company's branding using Community Builder.	
Determine how to customize navigation to given requirements in a template-based Community.	
Determine steps to create or customize web- or data-driven pages in Community Builder.	
Explain how to customize template components to given requirements.	
Determine the steps to install and set up Lightning components.	
Community Management	**12%**
Given the user access requirements, determine how to add members to a Community.	
Determine the steps to set up Community dashboards and insights.	
Explain Community moderation features.	
Given a scenario, determine the steps to create recommendations in a Community.	
Given a scenario, determine the steps to set up reputation levels in a Community.	

Section 6. Sample Exam Questions

The following questions are representative of those on the Salesforce Certified Community Cloud Consultant exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

1. Universal Containers rolled out a Community in the Napili template for their employees. The CEO has the following requirements:

    - All employees can participate in discussions within the Community.

    - Create a Chatter group for corporate announcements where all employees can participate and comment.

    - The posts in this group should be visible in the feed of all employees.

    How should the Salesforce Admin accomplish this task?

    Choose one answer

    A. Create a public group in the internal org and create a trigger to make the posts visible to everyone.
    B. Create a post on a custom object, Announcements, that all employees follow.
    C. Create a public group in the Community and include all employees.
    D. Create a public group in the internal Salesforce org and include all employees.

2. Universal Containers is launching a Community to drive their channel sales. The requirements are as follows:

    - Integration with a Back-Office Legacy System that supports API-Level Integration and Salesforce Connect. This integration does not exist today.

    - Integration with a pricing and quoting tool. This integration exists today for internal users in the Salesforce org.

    - External partner users must be able to configure the quote using the pricing and quoting tool from the Community.

    - The pricing and quoting tool must support Community users.

    - Universal Containers owns licenses for Salesforce Connect.

    What are the two most efficient ways for a Salesforce Admin to accomplish this task?

    Choose two answers

    A. Integrate the Back-Office Legacy System using custom code development.
    B. Integrate the Back-Office Legacy System using Salesforce Connect.
    C. Integrate the pricing and quoting tool by configuring external users to make it available in the Community.
    D. Integrate the pricing and quoting tool by creating custom code to make it available in the Community.

3. A Salesforce Admin needs to add Reputation to the home page in the Napili Community. Reputation points and levels have been created.

   What should the Salesforce Admin do in Community Builder to accomplish this task?

   Choose one answer

   A. Create a custom Lightning component and add it to the home page.
   B. Drag and drop the Reputation Leaderboard component onto the home page.
   C. Add a generic component and name it Leaderboard.
   D. Enable Chatter for the Napili Community.

4. Northern Trail Outfitters has a Customer Community for viewing discussions and Knowledge articles. The Customer Support team needs to add custom fields on articles for internal comments and additional references.

   What is the most efficient way for the Salesforce Admin to hide the custom fields from customers?

   Choose one answer

   A. Create separate articles without these custom fields for the Customer channel and include in the Community.
   B. Update the customer profile by removing access to these custom fields on all article types.
   C. Modify the article detail page with custom Lightning Components that hide these custom fields.
   D. Override the article detail page with a custom Visualforce page and hide these custom fields for customers.

5. Universal Containers wants to launch a Community where customers can complete a registration form to gain access to the Community.

   How should a Salesforce Admin add this capability to the Community?

   Choose one answer

   A. Use the registration form in the company website and allow users to register.
   B. Enable the option Allow External Users to Self-register in the Community Management page.
   C. Create a publically accessible custom page with the registration details and add a link to the Community login page.
   D. Implement a Web-to-case form to capture user details and use case details to create a Community user.

Section 7. Answers to Sample Exam Questions

1. D
2. B, C
3. B
4. B
5. B

Section 8. Maintaining a Certification

Successful completion of online, release-specific Salesforce Certified Administrator exams is required to maintain this credential. Release exams are published three times a year, one for each of the major product releases throughout the year.

Successful maintenance of the pre-requisite credential, Salesforce Certified Administrator, is required to maintain this credential. An annual maintenance fee of $100 will be charged when registering for every third release exam, based on when the pre-requisite credential was earned. The maintenance fee includes the three maintenance exams and access to the supporting training material. Salesforce Certified professionals will be notified automatically when new release training material and exams become available.