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Salesforce Certified B2B Solution Architect Sample Questions (Q98-Q103):

NEW QUESTION # 98

Universal Containers is at the start of a digital transformation program. Members of the executive leadership team have provided a list of internal and external stakeholders who are dedicated to formulating the vision and desired business outcomes in a 2-day workshop. The executive leadership team has made the request to understand what the customer experience will look like out of this

workshop.

What should a Solution Architect do to help formulate the high-level business vision and desired business outcomes?

- **A. Facilitate a workshop with the executive leadership team, applying the journey mapping process to create a vision and align customer journey to business objectives.**
- B. Facilitate a strategy session with the executive leadership team to better understand their individual business units' priorities to achieve the business objectives.
- C. Facilitate a business process mapping workshop with the executive leadership team to better understand the potential process improvements.
- D. Ask to follow the Customer Service team for a day to gain a better understanding of how they work and identify their pain points to formulate this vision.

Answer: A

Explanation:

Journey mapping is a process that helps understand and improve the customer experience across different touchpoints and channels. Journey mapping can help formulate the high-level business vision and desired business outcomes by:

- * Identifying the customer segments, personas, needs, goals, and pain points
- * Mapping out the current state of the customer journey across different stages and channels
- * Analyzing the gaps, opportunities, and risks in the current state
- * Envisioning the future state of the customer journey that meets or exceeds customer expectations
- * Aligning the future state with the business objectives, value proposition, and success metrics
- * Prioritizing and planning the initiatives and solutions that will enable the future state

<https://trailhead.salesforce.com/credentials/architectoverview>

NEW QUESTION # 99

Universal Containers (UC) has a multi-cloud environment that includes Sales Cloud, Service Cloud, and CPQ. The environment supports multiple languages via the translation workbench. As part of a roadmap, UC is implementing B2B Commerce. As part of this project, there is a requirement to translate data stored within the Name and Description fields on the Product and Product Category objects.

What should a Solution Architect recommend to achieve this?

- **A. Enable Data translation for B2B Commerce.**
- B. Add custom field with translations
- C. Done data records and translate.
- D. Enable Translation Workbench.

Answer: A

Explanation:

To address the requirement for translating Product and Product Category object fields within B2B Commerce, enabling data translation specifically for B2B Commerce is the recommended approach. This solution allows for the localization of product information, enhancing the customer experience in different regions. By utilizing B2B Commerce's capabilities for handling multilingual content, UC can ensure that product names and descriptions are accurately translated, aligning with global commerce best practices and improving user engagement across diverse markets.

NEW QUESTION # 100

Universal Containers (UC) manufactures automobile engine components. UC wants to set up an ecommerce website to deliver a seamless customer purchasing experience, both through self-service and field sales. UC also wants to showcase its extensive product offerings, operate regional promotions and discounts, and managed routing and contracting. UC is looking for guidance on a Salesforce multi-cloud solution to be implemented across phases.

What should a Solution Architect recommend to meet UC's business requirements?

- A. Phase 1: Sales Cloud -- Phase 2: B2B Commerce -- Phase 3: Salesforce Field Service
- B. Phase 1: Sales Cloud -- Phase 2: Service Cloud -- Phase 3: B2B Commerce
- **C. Phase 1: Sales Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce**
- D. Phase 1: Service Cloud -- Phase 2: CPQ -- Phase 3: B2B Commerce

Answer: C

Explanation:

<https://trailheadacademy.salesforce.com/classes/arc801-Design-and-implement-b2b-multi-cloud-solutions> According to 1, this is a recommended approach to design domain-specific, multi-cloud solutions using Customer 360 to create frictionless B2B customer experiences that maximize business value. Sales Cloud can help UC manage its field sales and contracts, CPQ can help UC automate its quoting and pricing processes, and B2B Commerce can help UC deliver a seamless ecommerce experience for its customers across digital platforms.

NEW QUESTION # 101

Universal Containers (UC) has its product and primary pricing in an ERP. For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.

The sales process is structured so that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.

Where does UC house the system of record for its sales process?

- A. Third-party data warehouse
- B. Salesforce CPQ
- C. Salesforce B2B Commerce
- **D. Salesforce Sales Cloud**

Answer: D

Explanation:

Salesforce Sales Cloud is the system of record for the sales process because it contains information about opportunities and opportunity products, which are used for forecasting and reporting. It also integrates with other clouds such as B2B Commerce and CPQ to support the cart-to-quote process.

https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.htm&language=en_US&type=5

In the described sales process, Salesforce Sales Cloud serves as the system of record. This is because the overall pipeline, including opportunities and opportunity products, which are central to forecasting and sales management, is managed within Sales Cloud. While CPQ and B2B Commerce play crucial roles in quoting and online purchasing respectively, and the ERP system houses product and primary pricing information, it is Sales Cloud that integrates these elements to provide a comprehensive view of the sales pipeline and performance. This alignment with sales processes makes Sales Cloud the authoritative source for sales-related data and activities, aligning with Salesforce's best practices for sales management and forecasting.

NEW QUESTION # 102

Universal Containers (UC) wants to ensure its field technicians are interacting with customers in a professional manner. The sales department already uses a third-party survey tool.

Which action should a Solution Architect recommend for UC to enable service managers to track customer satisfaction based on the technician and the job?

- A. Select an AppExchange app that sends a survey to each customer after a work order is completed.
- B. Use the existing survey tool by integrating the responses to Case number and User record.
- **C. Use the existing survey tool by integrating the responses to the Service Appointment and Service Resource record.**
- D. Build a Salesforce Survey to send out after each service appointment and integrate that data with the third-party survey tool.

Answer: C

Explanation:

Integrating the existing third-party survey tool with Salesforce, specifically linking survey responses to Service Appointment and Service Resource records, enables UC to track customer satisfaction effectively.

This approach leverages the existing survey infrastructure, minimizes disruption, and provides a direct correlation between technician performance and customer feedback. It aligns with Salesforce's capabilities for integrating external data and utilizing it within the CRM to enhance service management and improve customer satisfaction insights.

NEW QUESTION # 103

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