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Salesforce Certified B2B Solution Architect Sample Questions (Q82-Q87):

NEW QUESTION # 82

The business model of Universal Containers (UC) puts a strong emphasis on indirect sales and service processes. UC's customers are primarily distributors, resellers, and service providers who either sell or service products independently, or collaborate with UC on joint opportunities and cases. In the past, collaboration was primarily driven through email but UC wants to bring both service and sales collaboration onto one consolidated platform.

Which solution should a Solution Architect recommend to create better collaboration and visibility for UC employees, resellers, and service partners?

- A. Grant access to resellers and partners by providing Customer Community licenses.
- **B. Grant access to resellers and partners by providing Partner Community licenses.**
- C. Grant access to resellers and partners by providing Customer Community Plus licenses.
- D. Grant access to resellers and partners by providing Sales Cloud licenses and Service Cloud licenses.

Answer: B

Explanation:

This type of license allows external users to access standard Salesforce objects such as accounts, contacts, leads, opportunities, and cases. It also enables them to collaborate with UC employees and other partners on joint sales and service processes.

NEW QUESTION # 83

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

Answer: B

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 # 84

Universal Containers uses the Salesforce Platform to track customer payments and any late payments. This is accomplished with an architecture that includes Marketing Cloud, Service Cloud, and an integration to the back-office billing system via MuleSoft.

Invoices and payments are mastered in the billing system and exposed to Salesforce via MuleSoft. Notifications about customer payments are orchestrated out of Salesforce and emails are sent via Marketing Cloud. The late payment invoice data is required for service representatives to be able to reference within Salesforce.

What should the Solution Architect recommend when determining the role of each system for a use case of sending payment reminders?

- **A. Create cases within Salesforce from the billing system based on payment statuses with MuleSoft event orchestration and send payment notifications via Marketing Cloud.**
- B. Recommend a trigger from the billing system into Marketing Cloud, which sends customer formatted emails.
- C. Load the payment and invoicing data within Salesforce from the billing system with MuleSoft, and drive payment notifications via Marketing Cloud.
- D. Integrate the billing system directly with Marketing Cloud via MuleSoft to trigger based on events from the billing system.

Answer: A

Explanation:

Creating cases in Salesforce for late payments allows service representatives to have all the necessary information within their primary work environment. Orchestrating these events with MuleSoft and then using Marketing Cloud for communication ensures a seamless flow of information and allows for the leveraging of each system's strengths: Salesforce for case management and Marketing Cloud for customer communication.

This strategy aligns with the recommended practices for system integration and event-driven architectures in Salesforce ecosystems.

NEW QUESTION # 85

Universal Containers (UC) is about to undergo its first release of its digital transformation initiative across clouds like Sales Cloud, B2B Commerce, Marketing Cloud Account Engagement, Experience Cloud, and MuleSoft. UC recently developed its Center of Excellence (CoE) model and is working on how to make sure its developers and administrators can go through a continuous release cycle. The product owner would like to make sure no work is overridden in sandboxes or production.

What is the first thing a Solution Architect should recommend within UC's DevOps setup?

- A. Make sure the developers all have access to the CLI so that they can package and push their changes to the next environment.
- **B. Set up a source control based development process that's understood and followed by administrators and developers.**
- C. Appoint a release manager who will keep track of all changes made and which changes have been deployed to the QA, SIT, and UAT environments as part of the sprint.
- D. Appoint a release manager who will set up the required environments and automated deployments in tandem with a source control based development process.

Answer: B

Explanation:

Salesforce DevOps is a set of practices designed to help teams build, test, and release software faster and more reliably. It stems from the need to combine the responsibilities of both software development teams ('Dev') and operations teams ('Ops').

Salesforce DevOps Center is a new feature that enables admins and developers to manage releases and collaborate on a single set of configuration and code using an elegant point-and-click interface. It also integrates with version control, automates workflows, and releases with confidence using CI tools and the Metadata API.

Therefore, a Solution Architect should recommend setting up a source control based development process that's understood and followed by administrators and developers. This way, UC can ensure that no work is overridden in sandboxes or production, as well as improve team collaboration, code quality, and deployment speed.

<https://www.salesforceben.com/salesforce-devops/>

NEW QUESTION # 86

Universal Containers (UC) needs to support its customers via email, phone, and chat. Service agents are only scheduled to support one communication channel for each shift. UC has implemented a service-focused community but only wants customers to inquire about service in the community through chat.

Which three options should a Solution Architect recommend to meet the requirements defined above?

Choose 3 answers

- **A. Omni-Channel with defined presence, routing configurations, and Service Channels**
- **B. Experience Cloud, web-to-case, and a CTI integration**
- **C. Customer Community with Live Agent**
- D. CTI adaptor with Omni-Channel integration
- E. Customer Community with ability to create a new support Case

Answer: A,B,C

Explanation:

* Experience Cloud². This way, you can create a service-focused community for your customers using Experience Cloud Sites. You can also customize the look and feel of your community and integrate it with other Salesforce products and features.

* Omni-Channel with defined presence, routing configurations, and Service Channels³. This way, you can manage your service agents' availability and workload across different communication channels such as email, phone, and chat. You can also use service channels to define which objects and records are routed to your agents using Omni-Channel.

* Customer Community with Live Agent²³. This way, you can enable chat support for your customers in the community using Live Agent. You can also configure chat buttons, invitations, pre-chat forms, and other settings for Live Agent.

NEW QUESTION # 87

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