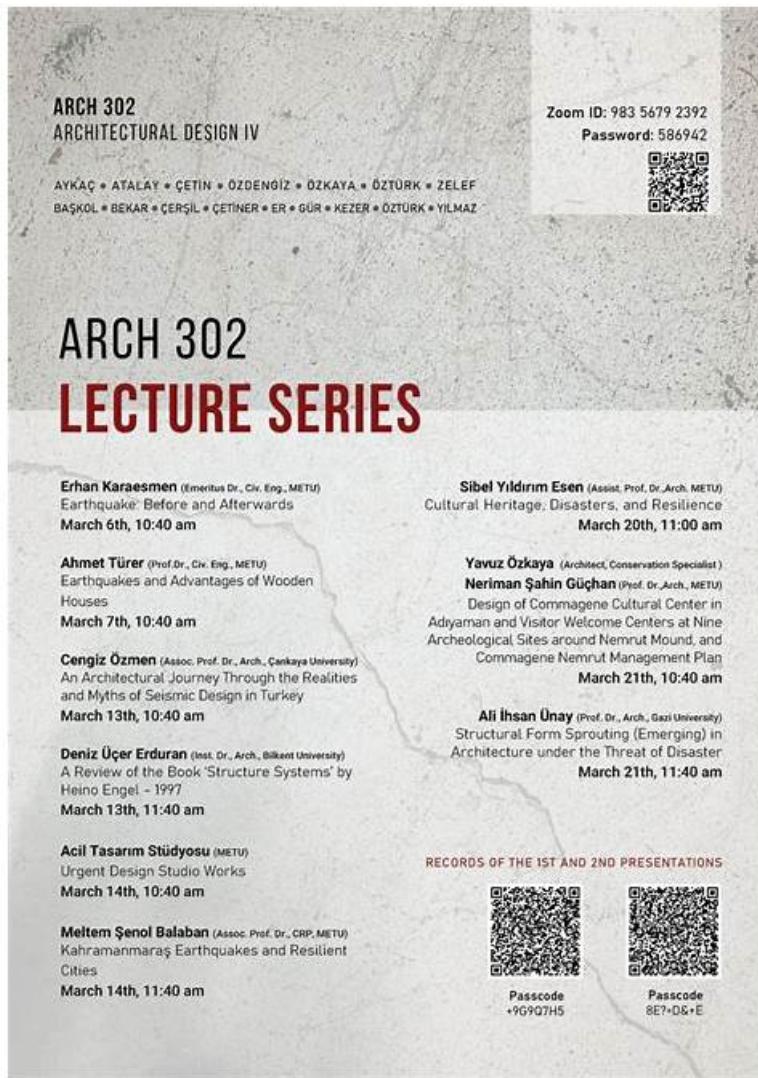


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## Salesforce Certified B2C Solution Architect Sample Questions (Q146-Q151):

## NEW QUESTION # 146

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using CRM Analytics. Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?

Choose 2 answers

- A. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- B. **Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder**
- C. **Use SMS as a channel due to its significantly higher engagement rate as compared to email**
- D. Use CRM Analytics to analyze customer engagement history over the last 24 months

**Answer: B,C**

Explanation:

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior. References:

<https://www.salesforce.com/products/marketing-cloud/best-practices/sms-marketing-statistics/>

[https://help.salesforce.com/s/articleView?id=sf\\_mc\\_pb\\_einstein\\_recommendations.htm&type=5](https://help.salesforce.com/s/articleView?id=sf_mc_pb_einstein_recommendations.htm&type=5)

## NEW QUESTION # 147

A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

- A. **Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.**
- B. B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- C. Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.
- D. Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

**Answer: A**

Explanation:

\* B is correct because Marketing Cloud can be used for customer segmentation based on VIP status and cart abandonment behavior. B2C Commerce can be used for creation of coupon codes using promotion rules and coupon code restrictions. B2C Commerce and Marketing Cloud functionalities can be used to send abandoned cart emails using the Marketing Cloud Connector cartridge and the Abandoned Cart Journey template. Marketing Cloud can track email open and forward count using tracking metrics.

\* A is incorrect because Service Cloud is not used for customer segmentation or creation of coupon codes. Service Cloud is used for customer service and case management.

\* C is incorrect because B2C Commerce is not used for customer segmentation or creation of coupon codes. B2C Commerce is used for online shopping and order management.

\* D is incorrect because Tableau CRM is not used to track email open and forward count. Tableau CRM is used for data analysis and visualization.

References:

\* : [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_create\\_audience\\_segment.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_create_audience_segment.htm&type=5)

\* : [https://documentation.b2ccommercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c\\_commerce/topics/coupons/b2c\\_creating\\_coupon\\_codes.html](https://documentation.b2ccommercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_creating_coupon_codes.html)

\* : [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_abandoned\\_cart\\_journey.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_abandoned_cart_journey.htm&type=5)

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### NEW QUESTION # 148

An organization has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically be routed to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

- **A. Assignment Rules**
- B. Auto Response Rules
- **C. Queues**
- D. Support Processes

**Answer: A,C**

Explanation:

A support case is a record that tracks a customer's question, problem, feedback, or request for service. A support case can be created manually by a user or automatically by an email, web form, chat, etc. A support case can be assigned to a user or a queue for further action or resolution. To automatically route incoming support cases to the correct team based on their tier level, a Solution Architect should configure the following:

\* Assignment Rules: Assignment rules are rules that define how to assign cases to users or queues based on certain criteria or conditions. Assignment rules can help automate the case assignment process and ensure that cases are routed to the right people or teams based on their skills, availability, workload, etc.

\* Queues: Queues are lists of records that need to be worked on by multiple users or teams. Queues can help organize and prioritize workloads and distribute cases among users or teams based on their capacity or expertise.

Option C is incorrect because support processes are processes that define the stages or statuses that a case goes through from creation to closure. Support processes do not affect how cases are assigned to users or queues based on tier level. Option D is incorrect because auto response rules are rules that define how to send automatic email responses to customers when cases are created or updated based on certain criteria or conditions. Auto response rules do not affect how cases are assigned to users or queues based on tier level.

References:

- \* [https://help.salesforce.com/s/articleView?id=sf.customize\\_case.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.customize_case.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.customize\\_supporthome.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.customize_supporthome.htm&type=5)
- \* [https://help.salesforce.com/s/articleView?id=sf.queues\\_overview.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.queues_overview.htm&type=5)

### NEW QUESTION # 149

Universal Containers (UC) Is planning a campaign for its newly-launched product categories. They have already run similar campaigns in the past and want to cross-sell this new product to their existing customers.

To achieve this, they are creating customer group segments using its e-commerce strategies while adhering to the current customer's compliance preferences for previous campaigns.

Which two products should a Solution Architect include in the architecture to meet UC's needs?

- A. Service Cloud and B2C Commerce
- **B. Marketing Cloud and B2C Commerce**
- C. Marketing Cloud and Sales Cloud
- D. Marketing Cloud and Service Cloud

**Answer: B**

Explanation:

Marketing Cloud and B2C Commerce are the two products that a Solution Architect should include in the architecture to meet UC's needs. Marketing Cloud allows UC to create customer group segments using its e-commerce data and send personalized messages across channels, while adhering to the current customer's compliance preferences for previous campaigns. B2C Commerce enables UC to cross-sell its new product categories on its online storefront and provide a seamless shopping experience for its customers.

### NEW QUESTION # 150

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront. The customers using the storefront are Person and Household accounts.

Which three design and architecture considerations should a Solution Architect follow to ensure that the

'Order on Behalf of functionality works well for all the designated storefront customers?

Choose 3 answers

- A. Default user is required for anonymous storefront shoppers.
- B. Verify that the permissions used are `Login_On_Behalf`, `Login_Agent`, and `Create_Order_On_Behalf` Of business manager functional permissions.
- C. The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.
- D. The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
- E. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

**Answer: B,C,E**

Explanation:

The Order on Behalf of functionality allows Service Cloud agents to create orders for customers on the B2C Commerce storefront. To enable this functionality, the following design and architecture considerations should be followed:

\* Verify that the permissions used are `Login_On_Behalf`, `Login_Agent`, and `Create_Order_On_Behalf` Of business manager functional permissions. These permissions are required for the Service Cloud Connector user in B2C Commerce to perform the Order on Behalf of actions.

\* The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default. If the customers using the storefront are household accounts, additional customization is required to map the household account ID to the B2C Commerce customer ID.

\* Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights. Agents need to have both Service Cloud and B2C Commerce user accounts with the appropriate roles and permissions to access the Order on Behalf of feature.

Option C is incorrect because a default user is not required for anonymous storefront shoppers. Option D is incorrect because the REST calls between B2C Commerce and Service Cloud do count towards API governor limits. References:

\* [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_order\\_on\\_behalf\\_of.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5)

\* [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_order\\_on\\_behalf\\_of\\_permissions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_permissions.htm&type=5)

\* [https://help.salesforce.com/s/articleView?id=sf.icx\\_b2c\\_order\\_on\\_behalf\\_of\\_limitations.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_limitations.htm&type=5)

## NEW QUESTION # 151

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