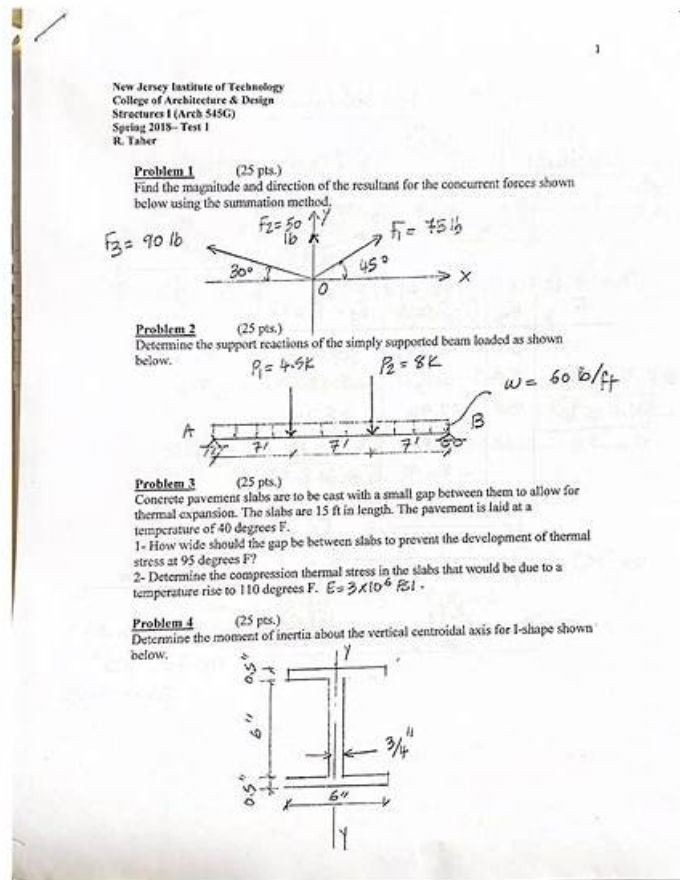


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Salesforce Certified B2C Commerce Architect Sample Questions (Q64-Q69):

NEW QUESTION # 64

The following promotions are configured with no exclusivity (can be combined with any other promotion) in a -1 month campaign:

- * Free correct- in-store shipping
- * 20% accessories products discount, applies for all customers
- * \$5 off coupon based discount, sent to a selected group of customers

The combination of above promotions allows customers to get 16 socks for free in store. This was unintended, and the Client is considering disabling the coupon. The Client is concerned about a potential spike in the number of Call Center calls from customers who had the coupon code added to their baskets before it was disabled. As basket lifetime is set to 30 days for all customers, this can continue for the full length of the campaign.

What solutions should the Architect suggest to keep the Call Center calls to a minimum?

- A. Disable the coupon code. Email all the customers to not use the coupon code in their baskets.
- **B. Disable the coupon code. Reduce the basket lifetime in Business Manager to expire some of the existing baskets**
- C. Disable the coupon code. Clear the production cache from the Business Manager to clear existing baskets.
- D. Disable the coupon code. Restart the production instance from control Center to clear existing baskets.

Answer: B

Explanation:

Reducing the basket lifetime is a strategic approach to minimizing the impact of disabling a promotional coupon. This action will cause baskets that may still contain the now-disabled coupon to expire sooner, thereby reducing the potential volume of calls to the Call Center from customers inquiring about the coupon.

This method also avoids the drastic measure of clearing all existing baskets or restarting the production instance, which could disrupt user experience and lead to further customer dissatisfaction.

NEW QUESTION # 65

A business wants to migrate its customer service provider from provider A to provider B. Provider e offers a LINK cartridge to integrate with its commerce solution.

Which three artifacts need to be created by the Architect? Choose 3 answers

- A. Document the data mapping between commerce and customer service provider.
- **B. Document the customizations required on top of the LINK cartridge based on current commerce implementation and business needs.**
- **C. Document the design of implementing a new B2C Commerce cartridge following the Industry standard best practices**
- **D. Document the data objects, the interface, and data synchronization frequency between the systems.**
- E. Document how the customer online journey flows from landing on the page to placing of the order

Answer: B,C,D

Explanation:

When integrating a new LINK cartridge for a customer service provider, the following documents are essential:

* Option A (Document the design of implementing a new B2C Commerce cartridge following the industry standard best practices): This ensures that the cartridge is implemented in a manner that is consistent with established best practices, enhancing maintainability and compatibility.

* Option B (Document the data objects, the interface, and data synchronization frequency between the systems): It's crucial to define how data will flow between the new customer service provider and the commerce system, including the frequency of synchronization to ensure data integrity and timeliness.

* Option D (Document the customizations required on top of the LINK cartridge based on current commerce implementation and business needs): Customizing the cartridge to fit the specific needs and existing setup of the commerce system ensures that the integration adds the intended value without disrupting existing operations.

These artifacts will guide the structured integration and customization of the LINK cartridge, ensuring it meets the business's operational and strategic needs.

NEW QUESTION # 66

During a load test the storefront shows steady but slow performance on all the pages being tested. The Architect opens Pipeline Profiler and sorts the data by "total time" column. The following come as the top Ave items:

□

Which controller should the Architect focus on to further investigate the performance issue?

- A. Product-HitTile asit has the highest hits during the load test.
- B. Search Show as this Is one of the key controllers that the customer uses
- **C. Product-Detail as It has the highest total time and highest maximum time.**
- D. Home-IncludeHeaderMenu as It has highest average time.

Answer: C

Explanation:

Focusing on the 'Product-Detail' controller is prudent given that it has the highest total time and the highest maximum time (Answer C), suggesting that it significantly contributes to the overall load and potential slowdowns on the site. By analyzing and optimizing this controller, the architect can potentially achieve the most substantial improvement in performance. Efforts might include optimizing database queries, caching frequently requested data, or simplifying complex logic in the Product-Detail page's processing.

NEW QUESTION # 67

The following promotions are configured with no exclusivity (can be combined with any other promotion) in a -1 month campaign:

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Explanation:

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This method also avoids the drastic measure of clearing all existing baskets or restarting the production instance, which could disrupt user experience and lead to further customer dissatisfaction.

NEW QUESTION # 68

Given a website launched to production, the Architect can rely on several SFCC Business Manager tools that provide an automatic notification feature.

Which three tools have such a feature and do not require to be monitored manually?

Choose 3 answers

- A. Analytics Conversion Reports
- **B. Quota Status**
- **C. Pipeline Profiler**
- **D. Job Schedules**
- E. Custom Log Settings

Answer: B,C,D

Explanation:

The Salesforce B2C Commerce Business Manager tools that feature automatic notifications are:

- * Option A (Job Schedules): Business Manager can send notifications based on job schedules, alerting users when a scheduled job has completed, failed, or met specific conditions. This feature helps in monitoring automated processes without manual oversight.
- * Option D (Pipeline Profiler): This tool provides automatic notifications regarding the performance of different pipelines, allowing

architects and developers to monitor site performance and troubleshoot issues proactively.

* Option E (Quota Status): Automatically notifies administrators when certain quotas are reached or exceeded, such as API call limits or data storage limits, which is crucial for maintaining site stability and performance.

These tools are essential for proactive site management, ensuring that administrators can address potential issues before they affect the site's operation.

NEW QUESTION # 69

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