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Salesforce Certified B2C Solution Architect Sample Questions (Q77-Q82):

NEW QUESTION # 77

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on

investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content for product ratings and discussions. In addition, branding is uniquely defined in each country so the company would like to combine e-commerce with existing content management systems.

What strategy should a Solution Architect recommend to solve these needs?

- A. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.
- B. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.
- C. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
- **D. Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.**

Answer: D

Explanation:

A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows required by the global pharmaceutical company.

References:

- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
- * <https://www.salesforce.com/products/platform/overview/>
- * <https://www.mulesoft.com/platform/enterprise-integration>

NEW QUESTION # 78

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

- **A. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.**
- **B. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.**
- C. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.
- D. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.

Answer: A,B

Explanation:

C: This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D.

This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three

clouds must be synced to ensure data consistency and avoid duplication. References:

<https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

NEW QUESTION # 79

Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customers may have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.

What are three justifications for using Salesforce Connect in this solution?

Choose 3 answers

- A. The external data is changing frequently
- B. Accessing external data using workflows and triggers
- C. Need real-time access to a small fraction of external data
- D. Need access to all external data in near real-time
- E. Integrating external data without writing custom code

Answer: A,C,D

Explanation:

Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. Salesforce Connect uses external objects and external data sources to create a virtual data model that can be used in Salesforce applications and tools. The justifications for using Salesforce Connect in this solution are:

* Need access to all external data in near real-time. Salesforce Connect allows accessing external data from ERP or other systems in near real-time, without any delays or synchronization issues. This ensures that the data is always up-to-date and consistent across systems.

* The external data is changing frequently. Salesforce Connect allows reflecting any changes or updates made to the external data in ERP or other systems immediately in Salesforce, without requiring any manual intervention or batch processes. This ensures that the data is always accurate and reliable across systems.

* Need real-time access to a small fraction of external data. Salesforce Connect allows accessing only a small fraction of external data that is relevant and needed for a specific use case, such as displaying customer order history or details. This reduces network overhead and improves performance.

Option A is incorrect because accessing external data using workflows and triggers is not possible or supported with Salesforce Connect. Option C is incorrect because integrating external data without writing custom code is not a justification for using Salesforce Connect, as it may require some custom code or configuration depending on the data source and use case. References:

* https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_overview.htm&type=5

* https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_considerations.htm&type=5

NEW QUESTION # 80

Key business stakeholders have asked for a new business requirement that requires a multi-cloud solution design using self-service commerce, a service agent console, and marketing communication. A Solution Architect was brought in to lead the end-to-end solution design and delivery.

Which two actions should the Solution Architect take to accurately capture these requirements? Choose 2 answers

- A. Draft a requirements and process document. Invite key business and technical/design team stakeholders to review and approve.
- B. Include functional and technical experts across discovery workshops to ensure requirements and priorities are captured.
- C. Set up DevOps processes and environments in preparation for the discovery workshops.
- D. Design the solution and hand it off to the delivery team to start to build and test it.

Answer: A,B

Explanation:

These answers are correct because they are actions that a Solution Architect should take to accurately capture the requirements for a multi-cloud solution design. Including functional and technical experts across discovery workshops can help ensure that the requirements and priorities are captured from different perspectives and domains. Drafting a requirements and process document can help document the business needs, expectations, and constraints for the solution design. Inviting key business and technical/design team stakeholders to review and approve the document can help validate the requirements and ensure alignment.

References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

NEW QUESTION # 81

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console. Which two things should a Solution Architect consider before recommending this approach? Choose 2 answers

- A. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.
- B. Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.
- C. The service console will need a customized Lightning component to display the recommendations,
- D. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.

Answer: A,C

Explanation:

A: The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. References: https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_web_recommendations.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5

NEW QUESTION # 82

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