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Salesforce Certified B2C Solution Architect Sample Questions (Q29-Q34):

NEW QUESTION # 29

An organization chose a multi-cloud solution that is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of its self-service portal is consistent with the theme of its B2C Commerce storefront. How should a Solution Architect ensure that this requirement is met?

- A. Make a copy of the appropriate .css file from the organization's web server and upload it to the self- service portal.
- **B. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.**
- C. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
- D. Copy any relevant .css code from the organization's website and paste it into the pages for the self- service portal in Page Builder.

Answer: B

Explanation:

A self-service portal is a feature in Service Cloud that allows creating branded websites and portals for customers to access self-service resources, such as knowledge articles, case management, chat, etc. To ensure that the theme of the self-service portal is consistent with the theme of the B2C Commerce storefront, a Solution Architect should do the following:

* Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use. The Style Sheet URL setting is a configuration option in Service Cloud that allows specifying a custom style sheet for the self-service portal. The style sheet must be hosted on a publicly-accessible web server and must follow certain guidelines and limitations. By setting the value of the Style Sheet URL setting to match the style sheet used by the B2C Commerce storefront, the Solution Architect can ensure that the self-service portal has the same look and feel as the storefront.

Option B is incorrect because there is no Portal Theme URL setting in Service Cloud. Option C is incorrect because copying any relevant CSS code from the organization's website and pasting it into the pages for the self-service portal in Page Builder is not a recommended or supported way of customizing the theme of the self-service portal. Option D is incorrect because making a copy of the appropriate CSS file from the organization's web server and uploading it to the self-service portal is not possible or advisable. The CSS file must be hosted on a publicly-accessible web server and referenced by the Style Sheet URL setting.

References:

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

NEW QUESTION # 30

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. B2C Commerce
- B. Experience Cloud
- **C. Salesforce Identity**
- D. Service Cloud

Answer: C

Explanation:

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 31

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- **A. Marketing Cloud Triggered Send**
- B. Commerce Cloud Email Service
- C. Service Cloud Email Service
- D. Marketing Cloud Journey Event

Answer: A

Explanation:

* C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.

* A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.

* B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset.

* D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.

References:

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

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

* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html

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

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

* : <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochehelp/OrderManagement/EmailService.html>

NEW QUESTION # 32

Universal Containers (UC) Is utilizing B2C Commerce today and is considering utilizing CDP as a means of unifying all of their systems and recognize their existing customers as individuals across systems. They are about to install the Commerce Cloud CDP Connector and would like to understand how the unified profile process will work.

What configurations should a Solution Architect create to correctly identify unified profiles as individuals between CDP and B2C Commerce?

- A. Create Customer Groups within B2C Commerce and create data segments within CDP with CDP Data Segments
- **B. Create Individuals within CDP and create customer groups within B2C Commerce with the correct segments**
- C. Create Data Segments within CDP and create customer groups within B2C Commerce with the CDP Data Segments
- D. Create Data Segments within CDP and create customers within B2C Commerce with the CDP Data Segments

Answer: B

Explanation:

Creating Individuals within CDP and creating customer groups within B2C Commerce with the correct segments are the configurations that a Solution Architect should create to correctly identify unified profiles as individuals between CDP and B2C Commerce. Individuals are the entities that represent a person in CDP and can be created from various data sources using identity resolution rules. Customer groups are the entities that represent a segment of customers in B2C Commerce and can be created using attributes or rules. The Commerce CDP Connector allows for bi-directional synchronization of Individuals and customer groups between CDP and B2C Commerce, enabling a unified profile process.

NEW QUESTION # 33

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request?

- A. B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.
- **B. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order**

information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.

- C. B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.
- D. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.

Answer: B

Explanation:

This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices. References: https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

NEW QUESTION # 34

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