

Arch-302 Reliable Exam Papers - Latest Arch-302 Exam Test

Outline

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Salesforce Certified B2C Solution Architect Sample Questions (Q104-Q109):

NEW QUESTION # 104

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce - Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers

- A. Guests or anonymous storefront shoppers are not supported in this scenario.
- B. The Service Cloud Connector only supports contacts as a customer model.
- C. Service agents need a corresponding storefront login mapped to their Service Cloud user record.
- D. The Service Cloud Connector only supports Person Accounts as a customer model.
- E. B2C Commerce needs to be registered as a remote site.

Answer: A,C,D

Explanation:

The B2C Commerce - Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. Prior to implementation, a Solution Architect should keep in mind the following considerations:

- * Guests or anonymous storefront shoppers are not supported in this scenario. The Service Cloud Connector requires a customer account to be created in B2C Commerce and Service Cloud for each shopper. Guests or anonymous shoppers who do not have an account cannot be supported by the Service Cloud Connector. Therefore, the Solution Architect should ensure that the B2C Commerce storefront requires or encourages shoppers to create an account before placing an order.

- * Service agents need a corresponding storefront login mapped to their Service Cloud user record. The Service Cloud Connector requires a mapping between the service agent's user record in Service Cloud and the customer's account record in B2C Commerce. This mapping allows the service agent to access customer and order information from B2C Commerce and create orders on behalf of the customer using the storefront login. Therefore, the Solution Architect should ensure that the service agent's user record has a field that stores the corresponding storefront login of the customer.

- * The Service Cloud Connector only supports Person Accounts as a customer model. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Therefore, the Solution Architect should ensure that Person Accounts are enabled and configured in Service Cloud before implementing the Service Cloud Connector.

Option B is incorrect because B2C Commerce does not need to be registered as a remote site for the Service Cloud Connector to work. A remote site is a web service or domain that Salesforce can access from Apex code or Visualforce pages. The Service Cloud Connector does not use Apex code or Visualforce pages to access B2C Commerce, but rather uses REST APIs and OAuth 2.0 authentication. References:

- * https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5

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

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

NEW QUESTION # 105

A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

- A. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- B. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
- C. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- D. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

Answer: B,D

Explanation:

B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site.

This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D: Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5

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

NEW QUESTION # 106

Northern Trail Outfitters (NTO) has been using B2C Commerce and Service cloud for the past year and wants to take the next step in its customer experience by implementing Marketing Cloud. NTO is focusing on email for the foreseeable future and wants all transactional messages-such as password reset and order confirmations-to go through Marketing Cloud rather than B2C Commerce.

Which three actions should a Solution Architect recommend to enable this functionality?

Choose 3 answers

- A. Configure API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
- B. Implement a server-side API callout in B2C Commerce for each of the required emails.
- C. Configure an API event in Process Builder along with an Email Activity with a transactional send classification.
- D. Configure a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.
- E. Implement a client-side API callout in B2C Commerce for each of the required emails.

Answer: A,B,D

Explanation:

To enable transactional messages from B2C Commerce to Marketing Cloud, you need to configure API integration credentials in Marketing Cloud, which will generate an authentication token and a REST endpoint for your account. Then, you need to implement a server-side API callout in B2C Commerce for each of the required emails, which will use the authentication token and the REST endpoint to send the email data to Marketing Cloud. Finally, you need to configure a Transactional Messaging API in Marketing Cloud, which will allow you to create and manage transactional messages using REST API calls. You also need to use a transactional send classification for each of the required emails, which will indicate that the email is not subject to unsubscribe rules.

References:

- * [API Integration]
- * [Transactional Messaging API]
- * [Send Classifications]

NEW QUESTION # 107

A company wants to implement B2C Commerce and Service Cloud, and then connect the systems with its existing instance of Marketing Cloud.

Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

- A. Migrate the existing Marketing Cloud data into B2C Commerce and set the subscriber key as the Customer ID.
- B. Get in touch with the Marketing Cloud Professional Services to perform a subscriber key migration.
- C. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
- D. Use Service Cloud as system of record for customer data and consent preferences across all channels.

Answer: C,D

Explanation:

These answers are correct because they are ways to model a customer across all three systems using the Marketing Cloud Subscriber Key and Service Cloud as sources of truth. The Marketing Cloud Subscriber Key can be sent to Service Cloud and B2C Commerce to be held for reference, which can help link customer records across systems and enable cross-channel marketing and service. Service Cloud can be used as system of record for customer data and consent preferences across all channels, which can help comply with data privacy laws and provide a consistent customer experience. References:

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

https://help.salesforce.com/s/articleView?id=sfb2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 108

A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.

In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?

Choose 3 answers

- A. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.
- B. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- C. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- D. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order.
- E. Use Service Cloud to text all registered customers when any product comes back in stock.

Answer: A,B,D

Explanation:

A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A real-time inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways:

* Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling real-time inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This can help prevent shoppers from adding out-of-stock items to their cart or placing orders that cannot be fulfilled.

* Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction.

* Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate inventory information.

Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling.

NEW QUESTION # 109

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