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Salesforce Certified B2B Solution Architect Sample Questions (Q54-Q59):

NEW QUESTION # 54

A shipping and logistics company uses Sales Cloud, Service Cloud, and Marketing Cloud. It relies on Salesforce standard reports for its current KPIs. However, the company wants to see report trends and complex analytics. It also wants the reports to be visible to salesforce users as well as non-Salesforce users.

Which recommendation should a solution Architect make to meet the company's needs?

- A. Reporting snapshots
- **B. CRM Analytics**
- C. Standard Dashboards
- D. Sales Cloud Einstein

Answer: B

Explanation:

CRM Analytics is a platform that provides advanced analytics and AI capabilities for Salesforce users. It allows users to create interactive dashboards and visualizations, explore data with natural language processing, and discover insights with predictive modeling.

<https://www.salesforce.com/products/crm-analytics/overview/>

CRM Analytics provides an enterprise-level, on-demand reporting solution that empowers users to access, analyze, and act upon critical business data in real-time. It includes pre-built dashboards, reporting tools, and data models to provide advanced analytics and insights. It can also be configured to allow non-Salesforce users to access the reports.

NEW QUESTION # 55

Universal Containers (UC) has a global support model and would like to open up a text message channel to support maintenance supervisors in countries around the world. UC also wants to leverage messaging to market to its business partners, and be able to track open and click-through rates just like it does with email campaigns.

What should a Solution Architect recommend to UC?

- A. Utilize Service Cloud and LiveMessage.
- B. Utilize Service Cloud Email to Text Message.
- **C. Utilize Marketing Cloud and MobileConnect.**
- D. Embed third-party messenger tools.

Answer: C

Explanation:

Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

NEW QUESTION # 56

A corporate bank has decided to use a multi-cloud solution to reduce time to market, showcase a 360-degree view of the bank's business customers, and improve CSAT rating by increasing channels for customer service. The CIO has asked to run a discovery workshop with one goal: understanding existing technical dependencies within the organisation.

What should a Solution Architect recommend as the top priority to start this journey?

- A. Plot what the customer is thinking, doing, and feeling at the varying stages of their experience, and connect them to interactions with the bank.
- **B. Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in.**
- C. Plot the map of the future system landscape by making assumptions about the changes needed to improve customer satisfaction.
- D. Plot the process map using Universal Process Notation (UPN) through workshops involving a diverse set of stakeholders.

Answer: B

Explanation:

* Plot the map of the current system landscape and identify key areas where the B2B multi-cloud solution will fit in. This is an important step to understand the existing technical dependencies within the organisation, such as datasources, integrations, applications, and platforms. It also helps to identify the gaps and opportunities for improvement that can be addressed by the B2B multi-cloud solution.

For the corporate bank embarking on a multi-cloud solution journey, mapping the current system landscape is a critical first step. This involves documenting existing systems, applications, and their interconnections to identify integration points and potential overlaps with the new B2B multi-cloud solution. Understanding the current technical ecosystem allows for the identification of key areas where Salesforce solutions can be integrated to enhance customer service, improve visibility into business customer activities,

and increase customer satisfaction. This foundational analysis is essential for informed decision-making and strategic planning, ensuring that the new solutions complement and enhance the existing technical infrastructure, in line with Salesforce's recommendations for successful multi-cloud implementations.

NEW QUESTION # 57

At Custom Cabinets LLC, the service appointments often span over multiple days but are 2 to 4 hours in duration per day. The company would like to optimize the service resource's day and have them see as many customers as possible. Additionally, Custom Cabinets LLC would like a customer service representative to follow up with the customer once the field work has been completed. Which approach should the Solution Architect take to meet these requirements?

- A. Leverage out-of-the-box Salesforce Field Service Work Types and declarative automation to clone Service Appointments for multiple days. Use declarative automation to create a follow-up Case for customer service.
- **B. Leverage out-of-the-box Salesforce Field Service Multiday Service Appointments. Use declarative automation to send a follow-up email to the customer.**
- C. Leverage out-of-the-box Salesforce Field Service Work Types and out-of-the-box Multiday Service Appointments. Use declarative automation to create a follow-up Case for customer service.
- D. Leverage declarative automata to clone Service Appointments for multiple days. Use declarative automation to send a follow-up email to the customer.

Answer: B

Explanation:

Salesforce Field Service's out-of-the-box functionality for Multiday Service Appointments efficiently handles appointments spanning multiple days. Using declarative automation for follow-up emails ensures personalized customer engagement post-service, enhancing customer satisfaction and operational efficiency without the need for extensive custom development.

NEW QUESTION # 58

Northern Trail Outfitters (NTO) has a requirement to implement an Experience Cloud solution to allow its partners to log and view cases they have submitted, as well as track their opportunities. As part of the solution, NTO wants to be able to create dashboards that its partners can view within the community.

Which Experience Cloud license should the Solution Architect recommend?

- A. Sales Cloud license
- **B. Partner Community license**
- C. Service Cloud license
- D. Customer Community Plus license

Answer: B

Explanation:

The Solution Architect should recommend a Partner Community license for this requirement. This license is designed for external partners and allows them to access and interact with Salesforce data and features, including submitting and viewing cases and tracking opportunities. Additionally, the Partner Community license includes the ability to create and view dashboards within the community.

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

For partners to log and view cases as well as track opportunities, and view dashboards within the community, the Partner Community license is the appropriate choice. This license is designed for partner relationships and provides the necessary access to Salesforce objects and functionality needed for these tasks. Salesforce's licensing guide outlines the features available with the Partner Community license, supporting this recommendation.

NEW QUESTION # 59

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