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Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q70-Q75):

NEW QUESTION # 70

United Telecom (UT) has finalized a design for launching sales and self-service capabilities through different channels to improve their customer experience.

Which two out-of-the-box capabilities should UT use to support customers through multiple channels on Communications Cloud?

- A. Cart-based APIs using OmniOut
- B. Custom APIs using LightningOut
- C. Digital Commerce APIs
- D. Digital Commerce SDK

Answer: C,D

Explanation:

Salesforce Communications Cloud (formerly Vlocity Communications) provides a set of out-of-the-box omnichannel capabilities

specifically designed to support buying, managing, and modifying telecom services across web, mobile, partner portals, and agent-assisted channels. Public Salesforce documentation describes two major components that enable this: Digital Commerce APIs and the Digital Commerce SDK.

Digital Commerce APIs (Option A)

Salesforce provides a full suite of REST-based Digital Commerce APIs that expose CPQ functions such as:

Product discovery

Product configuration

Pricing and promotions

Cart creation and management

Order submission

These APIs are channel-agnostic and built for web portals, mobile apps, in-store kiosks, and agent desktops, making them ideal for United Telecom's requirement to support multiple sales and self-service channels. They leverage standardized product and pricing logic directly from the Enterprise Product Catalog, ensuring consistency across all channels.

Digital Commerce SDK (Option B)

The Digital Commerce SDK complements the APIs by providing reusable UI components, templates, and client-side tools to rapidly build modern commerce experiences. It supports Lightning, LWC, and headless storefronts, enabling companies to create branded, high-performing customer experiences with minimal custom code. This SDK allows UT to deliver responsive and consistent digital buying flows without building UI logic from scratch.

Options C (Cart-based APIs using OmniOut) and D (Custom APIs using LightningOut) involve custom or integration-heavy approaches that are not needed when out-of-the-box Digital Commerce capabilities already provide a complete omnichannel solution.

Therefore, the two correct out-of-the-box capabilities for multi-channel customer experience in Communications Cloud are A and B.

NEW QUESTION # 71

A Company by the name of Northern Trail Outfitters (NTO) leverages top industry professionals to manage direct store delivery. How should a consultant explain the power of Consumer Goods Cloud's Einstein for CG- Visit Recommendations feature to NTO?

- A. Einstein for Consumer Goods Cloud is a great tool, but like all software Consumer Goods Cloud is a work in progress. Updates to resolve the functionality gaps of professionals aren't likely to occur until one of the three yearly releases.
- **B. By adopting the Einstein for CG- Visit Recommendations with the consumer goods cloud, Professionals can focus on these work while having information served to them that will support them in being competitive**
- C. By adopting the Einstein for CG - Visit Recommendations on the Consumer Goods Cloud the existing workforce can be terminated and replaced with more affordable lay workers to increase margins
- D. Consumer Goods Cloud Einstein for CG - Visit Recommendations feature is natively powered by market research data enabling comprises to target customers by leveraging big data and competitors performance

Answer: B

Explanation:

Einstein for CG- Visit Recommendations is a feature that uses artificial intelligence to suggest optimal store visits for field reps based on predefined rules and criteria. By adopting this feature with the consumer goods cloud, professionals can focus on their work while having information served to them that will support them in being competitive. For example, they can prioritize the most profitable or strategic stores, avoid unnecessary or redundant visits, and optimize their routes and schedules. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 36.

NEW QUESTION # 72

Which two standard capabilities are available when executing a promotion check in the field?

- **A. Viewing which products are included in the protection**
- B. Changing the discounts on the products included in the promotion
- C. Changing the promotion planning dates
- D. Marking the promotion as complete
- **E. Taking a photo of the promotion**

Answer: A,E

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store.

When executing a promotion check in the field, two standard capabilities are available: viewing which products are included in the promotion and taking a photo of the promotion. These capabilities help to ensure compliance and capture evidence of promotional execution. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

NEW QUESTION # 73

Universal Connect (UC) offers a router to its customers, which is included as part of the Business Internet offer. However, the router has no commercial significance to the selling process. UC is currently using Industries Order Management (OM).

How should a Consultant model the router with respect to the Business Internet offer?

- A. Model the router as an attribute of the Business Internet offer with a default value of 'included'.
- **B. Model the router as a Technical Product and decompose it from the Business Internet offer.**
- C. Model the router as a default child product of Business Internet offer but hide it from the quote document before sending it to the customer for review.
- D. Model the router as a separate stand-alone offer and add the router once the Business Internet offer is added via an Auto Add rule.

Answer: B

Explanation:

In Salesforce Communications Cloud and Industries Order Management (OM), products that do not carry commercial value but are required for fulfillment must be modeled as Technical Products. Public Salesforce EPC and OM design guidance explains that a Technical Product is used when an item is not visible during selling, does not influence the commercial configuration, and is instead required for downstream fulfillment, service activation, or device provisioning.

In the case of Universal Connect (UC), the router included with the Business Internet offer has no commercial significance-meaning sales agents do not configure it, no pricing is associated with it, and customers should not see it as a selectable or independent commercial item. Instead, it simply needs to appear in the fulfillment layer so that the order can drive device shipment, installation, inventory allocation, or activation steps.

Salesforce's recommended modeling approach is to:

Create the router as a Technical Product Specification.

Add it to the Business Internet offer as a Technical Child.

Allow decomposition in OM to generate Fulfillment Request Lines (FRLs) for the router automatically, without exposing it during quoting.

This ensures:

Clean commercial experience (router hidden from the sales journey).

Accurate fulfillment instructions to downstream systems.

No need for complex rules or hiding logic in quote documents.

Options A and B incorrectly place the router inside the commercial structure, which is not aligned with EPC best practices. Option D introduces a separate offer and automation logic, which adds unnecessary complexity and breaks modeling principles.

NEW QUESTION # 74

Which statement is correct about Consumer Goods- Einstein Visit Recommendations?

- A. Visit Recommendations automatically take into consideration already created visits for the store
- B. Visit Recommendations are automatically generated by recent case activities
- C. Visit Recommendations can be created using the Next Best Action Strategy
- **D. Visit Recommendations rules consider the store operating hours**

Answer: D

Explanation:

Einstein Visit Recommendations take into account factors like store operating hours to ensure that suggested visits are feasible and practical.

NEW QUESTION # 75

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