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Salesforce Certified B2C Solution Architect Sample Questions (Q26-Q31):

NEW QUESTION # 26
A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront.
The customers using the storefront are Person and Household accounts.
Which three design and architecture considerations should a Solution Architect follow to ensure that the
'Order on Behalf of functionality works well for all the designated storefront customers?
Choose 3 answers

- A. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.
- B. The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
- C. Default user is required for anonymous storefront shoppers.
- D. Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_BehaIf_Of business manager functional permissions.
- E. The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.

Answer: A,D,E

Explanation:
The Order on Behalf of functionality allows Service Cloud agents to create orders for customers on the B2C Commerce storefront.
To enable this functionality, the following design and architecture considerations should be followed:
* Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_BehaIf_Of business manager functional permissions. These permissions are required for the Service Cloud Connector user in B2C Commerce to perform the Order on Behalf of actions.
* The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default. If the customers using the storefront are household accounts, additional customization is required to map the household account ID to the B2C Commerce customer ID.
* Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights. Agents need to have both Service Cloud and B2C Commerce user accounts with the appropriate roles and permissions to access the Order on Behalf of feature.
Option C is incorrect because a default user is not required for anonymous storefront shoppers. Option D is incorrect because the REST calls between B2C Commerce and Service Cloud do count towards API governor limits. References:
* https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_permissions.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.icx_b2c_order_on_behalf_of_limitations.htm&type=5

NEW QUESTION # 27
A luxury retailer Is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for their privacy when it comes to their customers' purchases within their stores and would like that to reflect in their online presence as well.
Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to their customers' privacy?
Choose 2 answers

- A. Enable terms and conditions functionality within Marketing Cloud to have customers opt-In.
- B. Determine the stopper's tracking preference using the B2C Commerce Shop API.
- C. Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation.
- D. Create cookies initially, then delete once the customer asks to deny.

Answer: A,C

Explanation:
To adhere to global data privacy acts and respect customers' privacy, the retailer should enable terms and conditions functionality within Marketing Cloud, which will allow them to display a custom message and a checkbox for customers to agree before they can submit a form or join a list. The retailer should also use profile and preference center functionality for Marketing Cloud Email Studio, which will allow them to capture consent and opt-in confirmation from customers, as well as provide them with options to manage their email preferences and unsubscribe.

References:
* [Terms and Conditions]
* [Profile and Preference Centers]

NEW QUESTION # 28

A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using CRM Analytics. Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?

Choose 2 answers

- A. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- C. Use CRM Analytics to analyze customer engagement history over the last 24 months
- D. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns

Answer: A,B

Explanation:

These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey Builder, which can help create personalized and relevant messages based on customer data and behavior. References: https://www.salesforce.com/products/marketing- cloud/best-practices/sms-marketing-statistics/ https://help.salesforce.com/s/articleView?id=sf. mc_pb_einstein_recommendations.htm&type=5

NEW QUESTION # 29

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer Data Platform (CDP) could help them solve their problem.

How should a Solution Architect describe the role of CDP in this context7

- A. When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.
- B. CDP can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
- C. CDP can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- D. CDP cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.

Answer: B

Explanation:

CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels. CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique identifier across the systems. References: https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/

NEW QUESTION # 30

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 a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.
- 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 API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
- 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 # 31
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