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Echte Arch-302 Fragen und Antworten der Arch-302 Zertifizierungsprüfung

Die Fragen zur Salesforce Arch-302 Zertifizierungsprüfung von Pass4Test sind die gründlichste, die genaueste und die neueste Praxistest. Sie werden Selbstbewusstsein finden, die Schwierigkeiten beim ersten Versuch zu überwinden. Die Salesforce Arch-302 Zertifizierungsprüfung wird von allen Ländern akzeptiert. Alle Länder werden sie gleich behandeln. Das Salesforce Arch-302 Zertifikat wird Ihnen nicht nur helfen, Ihre Fachkenntnisse und Fähigkeiten zu verbessern, sondern auch mehrere berufliche Chancen zu erhalten.

Salesforce Certified B2C Solution Architect Arch-302 Prüfungsfragen mit Lösungen (Q82-Q87):

82. Frage

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution. Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview? Choose 2 answers

- A. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.
- **B. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.**
- C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.

- **D. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.**

Antwort: B,D

Begründung:

- * A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders¹.
- * B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval¹.
- * C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and approved².
- * D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. User stories are created during the discovery workshops based on the business requirements and pain points identified by the stakeholders¹.

References:

- * 1: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops>
- * 2: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing>

83. Frage

A financial services firm with many high net-worth individuals is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds?

Choose 3 answers

- A. Consider deleting all of the customer data in order to adhere to the requirements.
- **B. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.**
- **C. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact**
- D. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- **E. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.**

Antwort: B,C,E

Begründung:

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

84. Frage

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understanding and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

- **A. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud**
- B. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility
- C. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
- **D. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud**

Antwort: A,D

Begründung:

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints. Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources³. Service Cloud should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management.

85. Frage

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. 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.**
- B. 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.
- C. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- **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.**

Antwort: A,D

Begründung:

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

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

86. Frage

A company wants to use Marketing Cloud to send customer electronic receipts that originate from its point of sale (POS) system. The company has a need for the receipt to be sent no more than 10 minutes after purchase and would like to track all email sends that are being placed to that customer. The Marketing Cloud Contact Key should be the Service Cloud Contact ID.

What solution should a Solution Architect recommend to achieve this need?

- A. Make an API call from the POS to Service Cloud to add the customer if they do not exist; leverage a custom object to send details to Marketing Cloud via Marketing Cloud Connect and synchronized data sources to send the electronic receipt.
- **B. Make an API call from the POS to Marketing Cloud to send the electronic receipt. No call is required to Service Cloud to fetch the Contact ID as this information is already available at the POS.**
- C. Make an API call from the POS to Service Cloud to retrieve the Service Cloud Contact ID. If the customer does not exist, submit a POST to Service Cloud to create the Contact ID, then send the Contact ID to Marketing Cloud via an API to send the electronic receipt.
- D. Make an API call from the POS to Marketing Cloud to send the electronic receipt and then call Service Cloud to add the customer if they do not exist. Use an automation in Marketing Cloud nightly to remove any duplicate contacts that may be introduced with Marketing Cloud Connect.

Antwort: B

Begründung:

This solution allows the company to send the electronic receipt in near real time using the Marketing Cloud Transactional Messaging API, which can handle high-volume and time-sensitive messages. The POS system already has the Service Cloud Contact ID for the customer, so there is no need to make an extra API call to Service Cloud to fetch it. The Service Cloud Contact ID can be passed as the Marketing Cloud Contact Key to ensure data consistency across the systems. References:

<https://developer.salesforce.com/docs/commerce/sfra>

[/marketing-cloud/transactional-messaging-api https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5)

87. Frage

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