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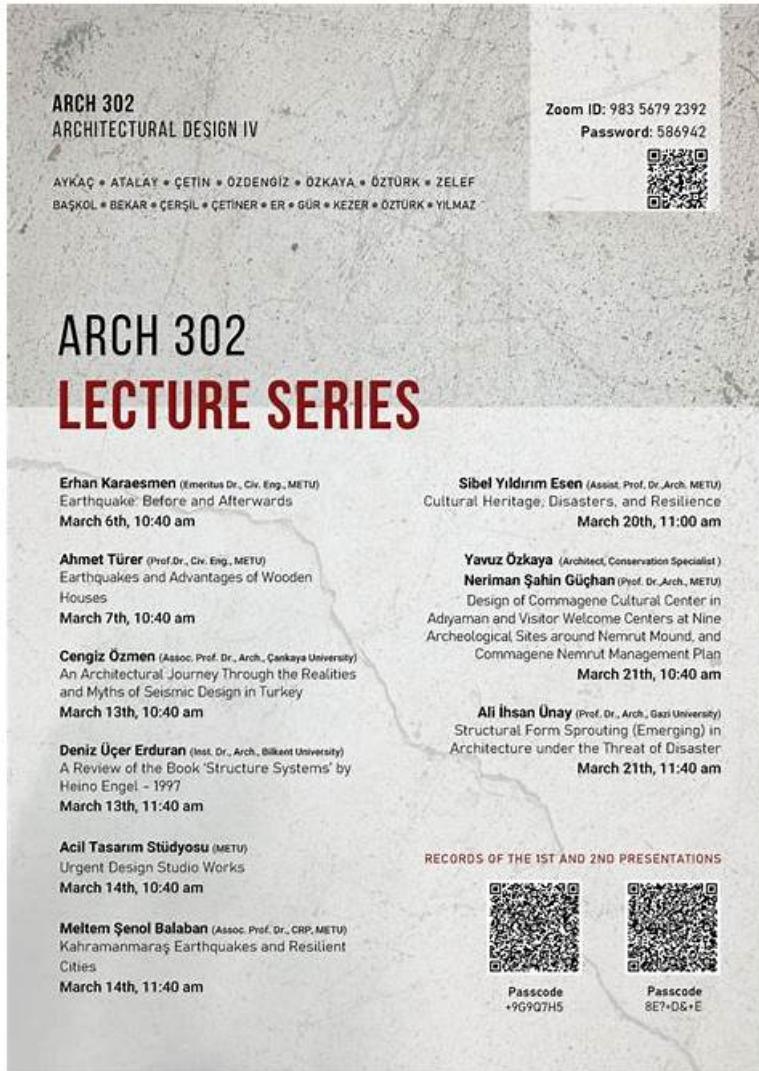

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Salesforce Certified B2C Solution Architect Sample Questions (Q145-Q150):

NEW QUESTION # 145
An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically route to the correct team based on their tier level.
Which two options should a Solution Architect configure to accomplish this?
Choose 2 answers

- A. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.
- B. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.
- C. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to teams. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.
- D. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level.

Answer: B,D

Explanation:
C: Case routing can be configured by configuring Service Cloud's omni-channel routing feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level. This can help accomplish the goal by ensuring that cases are assigned to the most qualified and available agents based on predefined criteria and rules. D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud. This can help accomplish the goal by maintaining consistent and updated customer data across different systems and platforms.
References:
* https://help.salesforce.com/s/articleView?id=sf.service_presence_omnichannel_routing.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.
htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

NEW QUESTION # 146
Refer to the image below:
A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.
After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce Core Platform/Identity
- B. Salesforce CDP
- C. Salesforce B2C Commerce
- D. Salesforce Marketing Cloud

Answer: A

Explanation:
This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. References: https://help.
salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 147

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 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.
- B. 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.
- C. Make an API call from the POS to Marketing Cloud te send the electronic receipt. No call is required to Service Cloud to fetch the Contact IO as this information is already available at the POS.
- 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.

Answer: C

Explanation:
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

NEW QUESTION # 148
A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.
What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Hash and store the payment card details.
- B. Store Base64 encoded payment card details.
- C. Store raw payment card details on the customer's profile.
- D. Store a tokenized value for the payment card.

Answer: D

Explanation:
This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data. References:
https://help.salesforce.com/s/articleView?id=sf.
b2c_commerce_payment_processing.htm&type=5

NEW QUESTION # 149
A retail company currently uses 62C Commerce and Marketing Cloud to enable a seamless customer experience. They are evaluating tools to better support customer service activities like their call center for online ordering and social customer service.
Which two functionalities should a Solution Architect discuss with the company to explain the value of Service Cloud? Choose 2 answers

- A. Ability to create a B2C storefront using Digital Experiences.
- B. Ability to have a customer leave a journey when they have an escalated case.
- C. Ability to allow the agent to see purchase history to support case management
- D. Ability to de-duplicate and create a single customer identity.

Answer: B,C

Explanation:
Service Cloud is a product that allows managing customer service interactions across different channels and systems. To explain the value of Service Cloud to a retail company that currently uses B2C Commerce and Marketing Cloud, a Solution Architect can discuss the following functionalities:
* Ability to allow the agent to see purchase history to support case management. Service Cloud can integrate with B2C Commerce to display customer order history and details in the service console or omnichannel routing. This allows agents to have a complete view of customer transactions and provide faster and more personalized service.
* Ability to have a customer leave a journey when they have an escalated case. Service Cloud can integrate with Marketing Cloud to trigger customer journey changes based on case events. For example, if a customer has an escalated case, Service Cloud can send a signal to Marketing Cloud to pause or exit the customer from a marketing journey, and resume or re-enter the customer when the case is resolved.
Option A is incorrect because Service Cloud does not provide the ability to create a B2C storefront using Digital Experiences. Digital Experiences is a feature of Experience Cloud that allows creating branded websites and portals for customers, partners, or employees. Option B is incorrect because Service Cloud does not provide the ability to de-duplicate and create a single customer identity. This functionality can be achieved by using Customer 360 Data Manager or other data integration tools. References:
* https://help.salesforce.com/s/articleView?id=sf.service_overview.htm&type=5
* 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.mc_co_journey_builder.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.networks_overview.htm&type=5
* https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html

NEW QUESTION # 150

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