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## Salesforce Arch-301

Salesforce Certified B2B Solution Architect

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## Salesforce Certified B2B Solution Architect Sample Questions (Q61-Q66):

### NEW QUESTION # 61

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

- A. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.
- B. Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.
- C. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- D. Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.

**Answer: A**

Explanation:

Demonstrating the chatbot's capability to utilize Salesforce Knowledge to provide accurate and helpful responses to customer inquiries highlights the value of integrating Knowledge with automated chat solutions.

This showcases how AI-driven chatbots can enhance customer service by quickly accessing and delivering content from Knowledge articles, addressing customer issues efficiently and reducing the need for direct human intervention. This capability not only improves the customer experience by providing immediate assistance but also showcases the seamless integration between Salesforce's AI technologies and Knowledge base, illustrating the platform's ability to support advanced customer service strategies. Salesforce documentation and best practices often highlight the importance of leveraging Knowledge articles within AI-driven chat solutions to optimize customer support and service workflows.

### NEW QUESTION # 62

Universal Containers (UC) wants to add and integrate Marketing Cloud Account Engagement after a recent acquisition. The integration into the global architecture will be as follows:

- \* Marketing Cloud Account Engagement will be used for lead nurturing with Engagement Studio.
- \* Marketing Cloud Account Engagement forms will be set up in a website.
- \* SalesCloud will manage leads created by Marketing Cloud Account Engagement.

UC wants to facilitate adoption by giving sales representatives and marketers enough time to learn about new features on a training platform.

Which approach should a Solution Architect recommend in order to set up an environment in which users can test the functionalities from end to end?

- A. Create a new Marketing Cloud Account Engagement business unit, synchronize the production unit and the training unit, and link it to a full copy Sales Cloud sandbox.
- B. Create Marketing Cloud Account Engagement training environments, synchronize the environments, and link it to a full copy Sales Cloud sandbox.
- C. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to a full copy Sales Cloud sandbox.
- D. Create a new Marketing Cloud Account Engagement business unit, recreate the configuration, and link it to the production Sales Cloud org.

**Answer: C**

Explanation:

To provide an end-to-end training environment for users to test functionalities, a new Marketing Cloud Account Engagement business unit should be created. Recreating the configuration in this unit and linking it to a full copy Sales Cloud sandbox allows for a comprehensive and isolated environment that mirrors production. This enables users to explore and learn new features without impacting live data or processes.

Salesforce recommends the use of sandboxes for training and testing purposes to ensure that users are adequately prepared for using new functionalities.

### NEW QUESTION # 63

AC Computers is launching a new subscription bundle service and plans to primarily sell through direct sales and a website

storefront for existing customers. Direct Sales needs the ability to configure complex deals and manage subscription. Existing customers need the ability to initialize a request for additional products and services from the storefront and seamlessly send the request directly to Sales to finalize the quote.

Which three recommendations should a Solution Architect make to meet these business requirements?

Choose 3 answers

- A. Salesforce CPQ
- B. CPQ B2B Commerce Connector
- C. Salesforce Billing
- D. Salesforce Order Management
- E. B2B Commerce

**Answer: A,B,E**

Explanation:

Salesforce CPQ is essential for configuring complex deals and managing subscriptions, addressing the needs of Direct Sales. B2B Commerce facilitates self-service capabilities for existing customers, enabling them to initiate product and service requests online. The CPQ B2B Commerce Connector bridges CPQ and B2B Commerce, ensuring seamless transition of requests from the storefront to Sales for quote finalization. This integrated solution supports AC Computers' requirement for a cohesive sales process that caters to both direct sales complexity and customer self-service convenience, aligning with Salesforce's ecosystem's capabilities to provide a comprehensive and efficient sales and service experience.

#### NEW QUESTION # 64

Universal Containers (UC) is looking to implement a CPQ + B2B Commerce multi-cloud solution and use the CPQ B2B Commerce Connector to keep the two in sync. As part of this implementation, UC is looking to be able to have a streamlined product and pricing experience. As UC would like to sell product kits with tiered pricing through the self-service storefront, it would like to ensure this model can be supported effectively.

Which two considerations should a Solution Architect keep in mind for the implementation?

Choose 2 answers

- A. For the described multi-cloud solution, it is a best practice to set the CPQ precision to two decimal points.
- B. It is important to ensure the Price Rules run for Quotes initiated via B2B Commerce Storefront to maintain consistency in business rules being applied.
- C. On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in B2B Commerce is to Discount Schedules in CPQ.
- D. For supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side.

**Answer: C,D**

Explanation:

The CPQ B2B Commerce Cloud Connector is an unmanaged package from Salesforce Labs that allows B2B Commerce and CPQ customers to configure or customize functionality<sup>1</sup>. It syncs products, pricing, quote requests, and orders in both clouds<sup>2</sup>. For supporting kits in the B2B Commerce Storefront, they need to create equivalent bundle products on the CPQ side<sup>3</sup>. A kit is a product that contains other products as components<sup>3</sup>. A bundle is a product that has one or more options that can be added or removed by a user<sup>4</sup>. The connector maps kits to bundles using a custom field called Kit ID on both objects<sup>3</sup>. On the CPQ 826 Commerce Connector, the default mapping of tiered pricing in B2B Commerce is to Discount Schedules in CPQ<sup>5</sup>. Tiered pricing lets you set different prices for different quantities of a product<sup>5</sup>. Discount schedules let you apply discounts based on quantity or amount ranges for a product. The connector maps tiered prices to discount schedules using a custom field called Tiered Price ID on both objects<sup>5</sup>.

#### NEW QUESTION # 65

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Saks Cloud and Service Cloud. UC is looking to add Salesforce Field Service and Experience Cloud to allow its third-party contractors easier access to the data they need and to provide its customers a way to self-service.

UC has expressed interest in allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers.

What should a Solution Architect consider in a potential solution?

- A. Standard Salesforce Asset Calendar

- B. Lightning Web Components Calendar Module
- C. Salesforce Scheduler
- D. Appointment-Assistant Self Service Scheduling

**Answer: D**

Explanation:

Appointment Assistant lets Field Service customers book, confirm, reschedule, or cancel their upcoming appointments. For Self-Service Scheduling, you only need one license per org assigned to one user. You can also customize the look and feel of your self-service scheduling pages and embed them into your Experience Cloud site.

## NEW QUESTION # 66

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