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Salesforce Certified B2C Solution Architect Sample Questions (Q12-Q17):

NEW QUESTION # 12

Universal Containers (UC) is working on an initial release of Service Cloud and B2C Commerce. The UC management team is excited about the new features and wants to go to market with the new solution as soon as possible even though the requirements are not completely mapped out.

A Solution Architect is asked to evaluate when UC can go live with a new B2C Commerce site, automated chatbots, Einstein case

classification, Service Cloud Voice, and analytics.

How should a Solution Architect respond to the management team's request to help formulate a roadmap for these new capabilities?

- A. Ask each member of the management team about their top three concerns, and use it to formulate the roadmap.
- B. Facilitate a workshop with the development team and create a list of prioritized user stories that can then be used to create a detailed roadmap.
- C. Ask to follow the management team for a week to gain a better understanding of how they work and what information they need to formulate their roadmap.
- D. **Facilitate a workshop with the management team, applying the relationship design process to create a roadmap aligned to business objectives.**

Answer: D

Explanation:

This answer is correct because it is a way to respond to the management team's request to help formulate a roadmap for these new capabilities using the relationship design process. The relationship design process is a method that centers relationships as the building blocks of business and social value. It is based on four mindsets that can help design products and services from a place of compassion: compassion, intention, courage, and reciprocity. By facilitating a workshop with the management team, applying the relationship design process, a Solution Architect can help create a roadmap that aligns with business objectives and builds customer trust. References: <https://www.salesforce.com/blog/how-relationship-design-works/>

NEW QUESTION # 13

A company is struggling to grow sales in a difficult retail climate and has tasked the Marketing team with improving their lead generation metrics. They have an existing database of customers going back five years, but there are many duplicates, the data is not extensive, and is often outdated. This could mean the potential customer base is limited. They already use Marketing Cloud Journeys extensively and their management team is open to considering additional investments if they believe it can make a difference.

Which three actions should a Solution Architect take to help meet their need for improving lead generation metrics?

Choose 3 answers

- A. Implement Lead Queues in Sales Cloud to ensure that the Telesales teams are calling customers more efficiently
- B. Implement a mobile app so that customers can more easily purchase products to drive higher sales
- C. **Run a proof-of-concept of Customer 360 Data Manager to build unified customer identities, improving the ability to provide relevant personalization**
- D. **Use analytics tools such as Datorama to help improve accountability on campaign spend for digital advertising and marketing campaigns**
- E. **Implement Audience Studio and integrate it with Marketing Cloud to bridge the divide between the known and the unknown customer**

Answer: C,D,E

Explanation:

These answers are correct because they are actions that a Solution Architect should take to help meet the need for improving lead generation metrics. Implementing Audience Studio and integrating it with Marketing Cloud can help bridge the divide between the known and the unknown customer by capturing and activating data from multiple sources and channels. Using analytics tools such as Datorama can help improve accountability on campaign spend for digital advertising and marketing campaigns by providing insights into performance, ROI, and optimization. Running a proof-of-concept of Customer 360 Data Manager can help build unified customer identities by ingesting and matching data from different systems and creating a single source of truth for customer data. References: https://help.salesforce.com/s/articleView?id=sf.mc_dmp_dmp.htm&language=en_US&type=5 <https://www.salesforce.com/products/marketing-cloud/best-practices/datorama-marketing-intelligence/> <https://www.salesforce.com/blog/customer-360-data-personalization/>

NEW QUESTION # 14

A US-based pet superstore wants to build a stronger relationship with their customers by offering an omnichannel, seamless experience at each customer interaction. Currently, they have over 1,500 stores, and numerous pet websites, services, and applications that are siloed, which is a major functional pain point.

Recently, they purchased Service Cloud and B2C Commerce and want to integrate their systems as part of their digital transformation.

Which design and approach should a Solution Architect recommend for a robust and scalable multi-cloud integration?

- A. Implement a custom integration solution using lightweight middleware tools like Jitterbit or Talend.
- B. Build multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services.
- C. Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks.
- D. Implement an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach, to connect the multiple clouds and on-premises applications.

Answer: C

Explanation:

A multi-cloud integration is a solution that allows connecting and integrating data and applications across different cloud platforms and systems. A multi-cloud integration can provide various benefits, such as scalability, flexibility, resilience, and innovation. To design and implement a robust and scalable multi-cloud integration, a Solution Architect should recommend the following:

* Build an application network by adopting an API-led connectivity approach that packages underlying connectivity and orchestration services as easily discoverable and reusable API building blocks. An application network is a way of organizing applications, data, and devices into a network of reusable services that can be composed and recomposed to meet changing business needs. An API-led connectivity approach is a methodical way to connect data and applications through reusable and purposeful APIs that are developed to play a specific role: unlocking data from systems, composing data into processes, or delivering an experience. By building an application network using an API-led connectivity approach, the Solution Architect can enable a composable, connected, and automated solution that can leverage the capabilities of different cloud platforms and systems in a flexible and agile way.

Option A is incorrect because implementing an integration solution using an outbound messaging design pattern and Salesforce Connect as the integration approach is not suitable or scalable for a multi-cloud integration. An outbound messaging design pattern is a way of sending notifications from Salesforce to external systems when a record is created or updated. Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. These approaches are limited in functionality, performance, security, and reliability for a complex multi-cloud integration scenario. Option B is incorrect because implementing a custom integration solution using lightweight middleware tools like Jitterbit or Talend is not optimal or sustainable for a multi-cloud integration. Lightweight middleware tools are software applications that provide basic integration capabilities, such as data transformation, routing, orchestration, etc. However, these tools are not designed for building an application network or supporting an API-led connectivity approach. They also require custom code or configuration that can increase the cost and complexity of the solution. Option D is incorrect because building multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services is not advisable or scalable for a multi-cloud integration. Point-to-point integrations are direct connections between two applications or systems that are tightly coupled and hard to maintain. SOA is an architectural style that organizes applications into loosely coupled services that communicate through standardized interfaces. SOAP web services are protocols that allow exchanging structured data between applications using XML messages. However, these approaches are outdated and inefficient for a modern multi-cloud integration scenario. They also create complexity and fragility in the solution. References:

- * <https://www.mulesoft.com/resources/api/what-is-api-led-connectivity>
- * <https://www.mulesoft.com/resources/api/what-is-an-application-network>
- * https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_overview.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.workflow_om_outboundmessaging.htm&type=5

NEW QUESTION # 15

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to- opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.

Which two integration approaches or steps should a Solution Architect recommend for this scenario?

Choose 2 answers

- A. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.
- B. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.
- C. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.
- D. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.

Answer: B,C

Explanation:

- * A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol.
- * D is correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a publish-subscribe model.
- * B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and dependency on the ERP system's availability.
- * C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.

References:

- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm
- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_subscribe.htm
- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_publish_apex.htm
- * : https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_define.htm

NEW QUESTION # 16

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.

Which three elements are required to support this scenario?

Choose 3 answers

- A. Service Cloud for support of coupons and redemption management
- B. Marketing Cloud Connect for Service to Marketing Cloud
- **C. B2C Commerce storefront**
- **D. Marketing Cloud Installed Package**
- **E. B2C Commerce cartridge to call Marketing Cloud APIs**

Answer: C,D,E

Explanation:

To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:

- * A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.
- * A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.
- * A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>
<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

NEW QUESTION # 17

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