Salesforce Arch-302資格参考書 & Arch-302試験問題集

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>> Salesforce Arch-302資格参考書 <<

Arch-302試験問題集、Arch-302対応受験

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Salesforce Certified B2C Solution Architect 認定 Arch-302 試験問題 (Q93-Q98):

質問 # 93

A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However, there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.

How should a Solution Architect deliver the desired functionality?

- A. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector
- B. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerce using the built-in functionality
- C. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
- D. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs

正解：C

解説：

A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them. References:
* https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode
/apex_rest_code_sample_basic.htm
* https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example
* https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?
topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html

質問 # 94

A company wants to give its service agents a current view in Marketing Cloud of which journeys customers are in at any given time, so that agents can provide a more persona! and relevant experience if a customer contacts them.
What approach should a Solution Architect recommend to fulfill this requirement?

- A. Develop a custom Lightning web component in Salesforce to query Marketing Cloud in real time to get Contact Journey membership.
- B. Schedule a batch job in Salesforce to query Marketing Cloud for the contact membership status of all contacts in Journeys on a regular basis (for example, once per hour) and write this to the Contact record.
- C. Add the Journey Membership Lightning component from the Marketing Cloud Connect Managed Package to the Contact Page Layout.
- D. Create a multi-select picklist on the contact record, and use the out-of-the-box Contact Update activities in Journey Builder to add or remove the name of the journey as they enter and exit.

正解：C

解説：
The Journey Membership Lightning component is a pre-built component that displays the journeys that a contact is in and their status in each journey. It can be added to the Contact Page Layout in Service Cloud using the Marketing Cloud Connect Managed Package, which enables integration between Service Cloud and Marketing Cloud. References:
https://help.salesforce.com/s/articleView?id=sf.
mc_co_journey_membership_lightning_component.htm&type=5 https://help.salesforce.com/s/articleView?
id=sf.mc_co_marketing_cloud_connect.htm&type=5

質問 # 95

A company wants to implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud. The use case is when a customer visits their ecommerce website and adds an item to their shopping cart but does not complete the purchase. After an hour has passed from abandonment, an email containing the item that was in the shopping cart will be sent to the customer to remind them of their incomplete purchase.
What process should a Solution Architect follow to set up the solution?

- A. Set up Marketing Cloud Connector, create an email in Marketing Cloud, and create a send trigger.
- B. Implement collect.js in the ecommerce storefront, create a behavioral trigger, create an email in Marketing Cloud, and create a journey.
- C. Export the purchase data from B2C Commerce, import the data into Marketing Cloud, and create an email in Content Builder.
- D. Set up Einstein Recommendations, set up Marketing Cloud Connector, and create an email in Marketing Cloud.

正解：B

解説：
An abandoned cart solution is a solution that allows sending personalized and timely email reminders to customers who have added items to their shopping cart but have not completed the purchase. An abandoned cart solution can help increase conversion rates, revenue, and customer loyalty. To implement an abandoned cart solution for their ecommerce storefront in Marketing Cloud, a Solution Architect should follow the following process:
* Implement collect.js in the ecommerce storefront. Collect.js is a JavaScript code that allows tracking customer behavior and interactions on the ecommerce website, such as browsing products, adding items to cart, etc. Collect.js sends this behavioral data to Marketing Cloud for further analysis and action.
* Create a behavioral trigger. A behavioral trigger is a rule that defines how to map behavioral data to a target data extension when a

customer takes a particular action, such as abandoning a cart or browser session. A behavioral trigger can help automate the data flow and segmentation process based on customer behavior.
* Create an email in Marketing Cloud. An email is a message that contains text, images, links, and other content that can be sent to customers via email. An email can be created using Content Builder, a tool that allows designing and managing email content in Marketing Cloud.
* Create a journey. A journey is a sequence of messages and actions that are triggered by customer events or attributes. A journey can be created using Journey Builder, a tool that allows designing and managing customer journeys in Marketing Cloud.
Option A is incorrect because exporting the purchase data from B2C Commerce, importing the data into Marketing Cloud, and creating an email in Content Builder is not a sufficient or efficient process for implementing an abandoned cart solution. This process does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior.
Option B is incorrect because setting up Marketing Cloud Connector, creating an email in Marketing Cloud, and creating a send trigger is not a suitable or scalable process for implementing an abandoned cart solution.
Marketing Cloud Connector is a feature that allows integrating Marketing Cloud with other Salesforce products, such as Sales Cloud or Service Cloud. It is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. A send trigger is a rule that defines how to send an email to customers based on certain criteria or conditions. However, a send trigger does not capture or leverage the behavioral data collected by collect.js, which is crucial for creating an effective abandoned cart solution. Option D is incorrect because setting up Einstein Recommendations, setting up Marketing Cloud Connector, and creating an email in Marketing Cloud is not a relevant or optimal process for implementing an abandoned cart solution. Einstein Recommendations is a feature that allows generating personalized product recommendations based on customer behavior and preferences. It is not directly related to creating an abandoned cart solution, although it can be used to enhance the email content with relevant recommendations. As mentioned before, Marketing Cloud Connector is not necessary or relevant for integrating Marketing Cloud with B2C Commerce. This process also does not involve creating a behavioral trigger or a journey, which are essential for sending timely and personalized email reminders based on customer behavior. References:
* https://help.salesforce.com/s/articleView?id=sf.mc_ctc_collect_code.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_jb_behavioral_triggers.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_es_create_an_email_message.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_jb_create_a_journey.htm&type=5

質問 # 96
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. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.
- B. Consider deleting all of the customer data in order to adhere to the requirements.
- C. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- D. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
- E. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.

正解：A、D、E

解説：
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.

質問 # 97
A company currently provides service to its customers using a call center and spreadsheets, Because of the lack of systems, there is no ability to track how successful agents are. In addition, the ordering system cannot be easily accessed by service agents, costing valuable time and hurting customer satisfaction.

What should a Solution Architect say to convince the company to shift to a connected B2C Solution approach?

- A. Agents will have a better interface using Service Cloud and B2C Commerce with Heroku.
- B. Agents' success rates will be better measured after helping the company define ROI KPIs together.
- C. Agents will have easy access to customer data to provide a better service experience when customers call in.
- D. Agents can utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI.

正解：C

解説：
A connected B2C Solution approach is an approach that allows integrating B2C Commerce and Service Cloud to provide a seamless and omnichannel experience for customers across different touchpoints. A connected B2C Solution approach can provide various benefits, such as increased customer satisfaction, loyalty, retention, and revenue. To convince the company to shift to a connected B2C Solution approach, a Solution Architect should say the following:
* Agents will have easy access to customer data to provide a better service experience when customers call in. By integrating B2C Commerce and Service Cloud using features such as Service Cloud Connector or Salesforce Order Management, agents will be able to access customer and order information from B2C Commerce directly in Service Console without switching between multiple systems. This will enable agents to answer customer questions more quickly and accurately, resolve issues more efficiently, and offer personalized recommendations or solutions.
Option B is incorrect because agents will not have a better interface using Service Cloud and B2C Commerce with Heroku. Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku is not directly related to creating a connected B2C Solution approach, although it can be used to extend or customize the functionality of B2C Commerce or Service Cloud. Option C is incorrect because agents cannot utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI. SSO is a feature that allows users to log in to multiple applications or systems with the same credentials. SSO does not enable launching an 'Order on Behalf of' storefront experience within the B2C Commerce UI, which is a feature that allows agents to create orders on behalf of customers using the storefront login. To enable this feature, the company needs to use Service Cloud Connector or Salesforce Order Management to integrate B2C Commerce and Service Cloud. Option D is incorrect because agents' success rates will not be better measured after helping the company define ROI KPIs together. Although this is a possible benefit of shifting to a connected B2C Solution approach, it is not the most convincing or compelling one for the company's situation. The company's main pain point is the lack of systems and access to customer and order data, which affects their service quality and customer satisfaction. Therefore, the most convincing argument for shifting to a connected B2C Solution approach is how it can improve the service experience for both agents and customers by providing easy access to customer data. References:
* https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5
* https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/
* https://help.salesforce.com/s/articleView?id=sf.sso_about.htm&type=5

質問＃98
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Arch-302試験問題集：https://www.goshiken.com/Salesforce/Arch-302-mondaishu.html

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- Arch-302試験の準備方法｜100％合格率のArch-302資格参考書試験｜認定するSalesforce Certified B2C Solution Architect試験問題集 ❤□ □ www.goshiken.com □サイトにて ➡ Arch-302 □□□問題集を無料で使おうArch-302試験準備
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