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Salesforce Certified B2C Solution Architect Sample Questions (Q99-Q104):

NEW QUESTION # 99

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.

What are two reasons a connected B2C Solution can add value to the company?

Choose 2 answers

- A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B. Allows agents to more easily access customer data to better support customers when they call in
- C. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents
- D. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials

Answer: B,D

Explanation:

B: Allowing agents to more easily access customer data to better support customers when they call in can add value to the company by improving customer satisfaction, loyalty, and retention. This can also enable agents to provide personalized recommendations,

cross-sell or upsell opportunities, and proactive service based on the customer's profile, preferences, and purchase history. C. Allowing agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials can add value to the company by simplifying the login process, enhancing security, and reducing administrative overhead. This can also provide a seamless user experience for agents across different systems and platforms. References:

- * <https://www.salesforce.com/products/service-cloud/overview/>
- * <https://www.salesforce.com/products/commerce-cloud/overview/>
- * https://help.salesforce.com/s/articleView?id=sf.identity_sso.htm&type=5

NEW QUESTION # 100

Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter. For which customer data should Experience Cloud be the system of record?

- A. Payment information
- **B. Authentication credentials**
- C. Wishlist
- D. Address book

Answer: B

Explanation:

* Option A is correct because authentication credentials should be stored and managed by Experience Cloud as the system of record for this customer data. Experience Cloud acts as an identity provider (IDP) for commerce, meaning that it verifies the identity of customers who log in to ecommerce sites using their communities credentials. Experience Cloud can also leverage Salesforce Identity features to provide secure and seamless authentication across multiple Salesforce clouds and external systems.

* Option B is incorrect because address book should not be stored and managed by Experience Cloud as the system of record for this customer data. Address book is mainly used for ecommerce purposes, such as shipping and billing addresses, and it should be stored and managed by B2C Commerce as the system of record. B2C Commerce can also integrate with Experience Cloud to provide a consistent user experience across ecommerce sites and communities.

NEW QUESTION # 101

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Use the out-of-the-box preference center in Marketing Cloud.
- **B. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.**
- **C. Create a custom preference center that updates the records in Sales Cloud.**
- D. Create a Journey activity to update the records in Sales Cloud.

Answer: B,C

Explanation:

B: Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D: Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. References:

- * 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.mc_co_unsubscribes_and_subscribers.htm&type=5
- * https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_custom_profile_center.htm&type=5

NEW QUESTION # 102

Northern Trail Outfitters (NTO) is a clothing and outdoor specialist retailer. NTO has had success with its B2C store using B2C

Commerce, supported by Service Cloud and Marketing Cloud for customer service and email campaigns, respectively. Now, NTO wants to increase its revenue by making personalized product recommendations using Einstein Web & Email Recommendations in Marketing Cloud. These recommendations should be consistent across email, storefront, and service console. Which two things should a Solution Architect consider before recommending this approach? Choose 2 answers

- A. Email should be used as the unique identifier since B2C Commerce and Service Cloud may not have the Marketing Cloud Contact Key.
- **B. The service console will need a customized Lightning component to display the recommendations,**
- C. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration.
- **D. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations.**

Answer: B,D

Explanation:

A: The service console does not have a native integration with Einstein Web & Email Recommendations, so a customized Lightning component is needed to display the recommendations based on the customer's browsing and purchase history. C. Each storefront should be linked to its own Marketing Cloud Business Unit to ensure relevant recommendations based on the product catalog and customer behavior of each market. This also provides data segregation and customization for each storefront. References: https://help.salesforce.com/s/articleView?id=sf.mc_pb_einstein_web_recommendations.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htm&type=5

NEW QUESTION # 103

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. 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.**
- B. Implement a custom integration solution using lightweight middleware tools like Jitterbit or Talend.
- C. Build multiple point-to-point application integrations connecting the multi-cloud and on-premises applications using SOA (Service-Oriented Architecture) and SOAP web services.
- 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: A

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 # 104

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