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Technologies are changing at a very rapid pace. Therefore, the Salesforce Certified B2C Solution Architect in Procurement and Supply Salesforce has become very significant to validate expertise and level up career. Success in the Salesforce Certified B2C Solution Architect examination helps you meet the ever-changing dynamics of the tech industry. To advance your career, you must register for the Salesforce Certified B2C Solution Architect Arch-302 in Procurement and Supply Salesforce test and put all your efforts to crack the Salesforce Arch-302 challenging examination.

Salesforce Certified B2C Solution Architect Sample Questions (Q88-Q93):

NEW QUESTION # 88

Universal Containers (UC) is in the process of implementing a B2C Commerce site for their storefront, and Experience Cloud for their support and help desk. UC wants to ensure that there is a single login and data experience between the two sites while also being relatively seamless.

Given the need for a single login experience, what should the primary system be for all authentication?

- A. Service Cloud
- B. Experience Cloud

- C. Salesforce Identity
- D. B2C Commerce

Answer: C

Explanation:

This answer is correct because it is the primary system that should be used for all authentication between B2C Commerce site and Experience Cloud site. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can provide a single login and data experience between the two sites. Salesforce Identity can also store customer profile data in a single place and sync it across systems.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 89

A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.

Which two considerations are relevant for the merchant when determining an appropriate solution?

Choose 2 answers

- A. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.
- B. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.
- C. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.
- D. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.

Answer: B,C

Explanation:

Salesforce Shield Encryption is a feature that allows encrypting sensitive data at rest in Salesforce without compromising functionality or performance. Shield Encryption uses probabilistic encryption to protect data while preserving its format and length. Field-Level Encryption is a feature in Marketing Cloud that allows encrypting sensitive data at rest in Marketing Cloud using customer-managed keys. Field-Level Encryption uses deterministic encryption to protect data while preserving its format and length. When determining an appropriate solution for encrypting specific fields in Service Cloud as well as in data extensions in Marketing Cloud, the following considerations are relevant:

* With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.

Process Builder and Flow Builder are tools in Salesforce that allow creating automated workflows and processes based on certain criteria or conditions. However, Shield Encryption does not support filtering or sorting on encrypted fields in these tools, because probabilistic encryption does not allow exact matching or comparison of values.

* Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud. Shield Encryption supports encrypting any standard or custom field on any field type in Salesforce, such as text, email, phone, date, etc. However, Shield Encryption does not apply to Marketing Cloud fields or data extensions, because they are stored in a separate database from Salesforce. To encrypt fields in Marketing Cloud, Field-Level Encryption must be used.

Option A is incorrect because with Shield, encrypted fields are visible to the user if they have the View Encrypted Data permission, but there are other feature impacts such as filtering, sorting, searching, etc.

Option C is incorrect because Field-Level Encryption is not required on Marketing Cloud to encrypt the custom fields if they are already encrypted by Shield Encryption in Service Cloud. However, Field-Level Encryption can be used on Marketing Cloud if additional encryption or customer-managed keys are needed.

References:

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

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

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

NEW QUESTION # 90

A company has been using B2C Commerce for many years and recently decided to implement Service Cloud and Marketing Cloud. Currently, there are many issues with the integration between B2C Commerce and the legacy CRM, which means data is often out of sync. Agencies currently manage the Marketing communication, and B2C Commerce is sending the messages. The main goal is to ensure that B2C Commerce can trigger multi-channel messaging via Marketing Cloud, leveraging the data the company has on customers to personalize the communication.

Which three considerations should a Solution Architect keep in mind when recommending a migration strategy from the existing

setup to the new one?

Choose 3 answers

- A. Marketing Cloud Connect should be configured to use an alternate external ID from Salesforce as the Contact Key to avoid duplicate contacts in Marketing Cloud.
- **B. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials**
- **C. Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. Written**
- **D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.**
- E. Customer data can be imported into Service Cloud from B2C Commerce and the legacy CRM without deduplication since Salesforce CDP can automatically merge duplicate records upon insert.

Answer: B,C,D

Explanation:

B: Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. This allows for a consistent and unified view of the customer across the Salesforce products and avoids duplicate contacts in Marketing Cloud. C. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud.

This ensures that there are no duplicate contacts in Service Cloud that could cause data quality issues or conflicts when syncing with Marketing Cloud. D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID. This involves creating a service definition in B2C Commerce that points to Marketing Cloud's REST API and passing the Salesforce Contact ID as the contact key when triggering journeys or updating contact data. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

NEW QUESTION # 91

A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.

Which two recommendations should a Solution Architect make as part of the solution?

Choose 2 answers

- A. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used
- **B. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud**
- **C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used**
- D. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center

Answer: B,C

Explanation:

A: SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud. This can help enable consent and profile management across the clouds by allowing customers to opt-in or opt-out of SMS messages and reflecting their preferences in both Service Cloud and Marketing Cloud. This can also help comply with industry regulations and best practices for SMS marketing. C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used. This can help enable consent and profile management across the clouds by allowing customers to update their profile information in B2C Commerce and syncing their changes to Service Cloud. This can also help maintain consistent and accurate customer data across different systems and platforms. References:

* https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.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 # 92

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The

Success Manager believes that Customer 360 Data Manager could help them solve their problem.

How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- A. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- **B. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.**
- C. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
- D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Answer: B

Explanation:

Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between systems without additional custom development.

Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager.

References:

* <https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html>

* https://help.salesforce.com/s/articleView?id=sf.c360_overview.htm&type=5

NEW QUESTION # 93

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