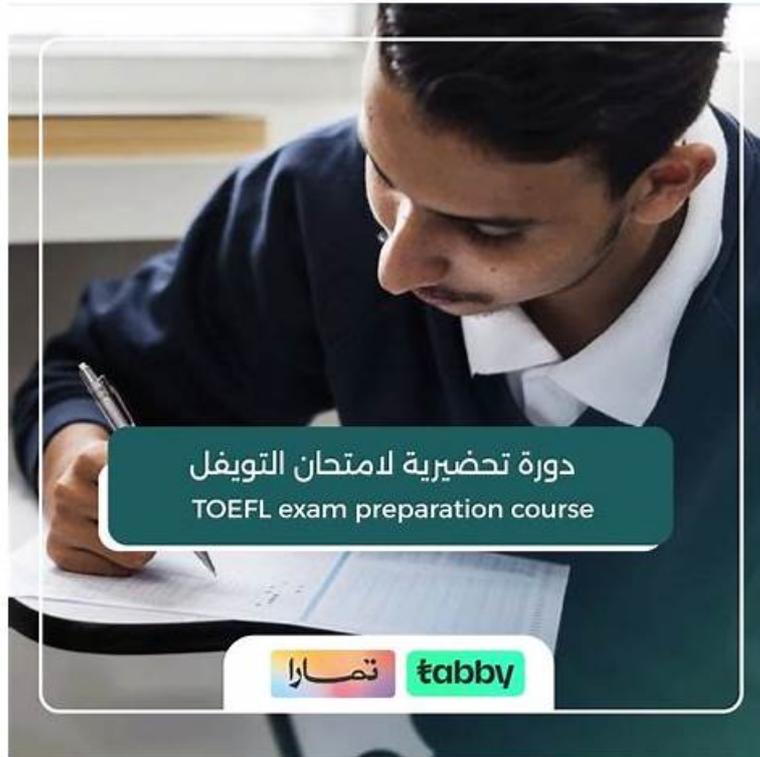# Salesforce Arch-302 Latest Training | Arch-302 Valid Dumps Sheet



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## Salesforce Certified B2C Solution Architect Sample Questions (Q131-Q136):

**NEW QUESTION # 131**
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. Address book
- B. Payment information
- C. Wishlist
- D. Authentication credentials

**Answer: D**

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 # 132

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.
The company needs a system that can:
* Deliver a full list of all customer orders throughout their engagement lifetime
* Provide lifetime engagement tracking and history of the customer
* Calculate the lifetime value of customers based on their orders
Which three systems should a Solution Architect recommend to meet the company's requirements' Choose 3 answers

- A. Salesforce Order Management
- B. Sales Cloud
- C. Marketing Cloud
- D. Heroku
- E. Service Cloud

**Answer: A,C,E**

Explanation:
These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales, service, marketing, and commerce.
Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history.
References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.icx_b2c_crosscloudengagement_connectors.
htm&language=en_US&type=5 https://www.salesforce.com/products/marketing-cloud/what-is-marketing- cloud/

## NEW QUESTION # 133

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.
What should the company do to leverage its Salesforce product suite and optimize the open rates for its post- purchase emails?

- A. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.
- B. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-
  , 2-, and 3-day Wait activity

based on open rate to optimize the additional delay for product testing.
- C. Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.
- D. Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

**Answer: D**

Explanation:
B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API.
Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate.
References: https://developer.salesforce.com/docs/commerce
/sfra/marketing-cloud/transactional-messaging-api https://help.salesforce.com/s/articleView?id=sf.
mc_jb_wait_activity.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.
mc_jb_einstein_engagement_split.htm&type=5


## NEW QUESTION # 134
A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.
What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Store Base64 encoded payment card details.
- B. Store a tokenized value for the payment card.
- C. Store raw payment card details on the customer's profile.
- D. Hash and store the payment card details.

**Answer: B**

Explanation:
This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data. References:
https://help.salesforce.com/s/articleView?id=sf.
b2c_commerce_payment_processing.htm&type=5


## NEW QUESTION # 135
A customer has been using Marketing Cloud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).
Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?
Choose 2 answers

- A. Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.
- B. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date.
- C. Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.
- D. Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

**Answer: B,D**

Explanation:
B: Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents. Marketing Cloud Connect can only track email sends that are initiated from Marketing Cloud or Salesforce CRM, not from an external ecommerce site.
This means that the Service Agents will not have a complete view of the customer's email interactions or preferences. D. Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities at a later date. Marketing Cloud Connect uses the Salesforce Contact ID or Lead ID as the contact key in Marketing Cloud, which is a unique identifier for each contact or lead. If the existing ecommerce site integration uses a different identifier, such as email address or customer ID, then it may create duplicate contacts in Marketing Cloud when syncing with Service Cloud. This can affect the contact count, billing, and personalization in Marketing Cloud. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5


NEW QUESTION # 136
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