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Salesforce Certified B2C Solution Architect Sample Questions (Q98-Q103):

NEW QUESTION # 98

Refer to the image below:



A brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce Marketing Cloud
- B. Salesforce B2C Commerce
- C. Salesforce Core Platform/Identity
- D. Salesforce CDP

Answer: C

Explanation:

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems. References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

NEW QUESTION # 99

A holding company owns and operates a large number of brands internationally. They are interested in migrating from a home-grown solution to a Salesforce multi-cloud solution as part of a new digitalization initiative to optimize IT spending across the brands. The brand any would like to operate B2C Commerce sites supported by Service Cloud for their agents, and use Marketing Cloud to drive consumer engagement.

Given that the company has operations and customers in Brazil Canada Europe Japan Russia and the United States, which two recommendations should a Solution Architect make to ensure that customer experiences are compliant with all domestic and international regulations related to data privacy and security?

Choose 2 answers

- A. Enable Transparent Data Encryption in Marketing Cloud to ensure that Marketing engagement data is encrypted at rest. Written
- B. Use Salesforce Connect to leverage external data sources that are located within the corresponding country that the Materials customer resides in.
- C. Utilize Shield to handle the encryption of data across all Salesforce products for all fields required to be geo-fenced.
- D. Use a Service Cloud instance in every market in which they operate to ensure that data residency requirements are fulfilled.

Answer: B,C

Explanation:

Shield is a set of security tools that can help protect sensitive data across Salesforce products, including encryption, auditing, and monitoring. Shield can help comply with data privacy and security regulations that require geo-fencing or data residency. Salesforce Connect is a feature that allows accessing data from external sources without storing it in Salesforce. Salesforce Connect can help comply with data privacy and security regulations that restrict cross-border data transfers or require data localization. References: <https://www.salesforce.com/products/platform/products/shield/> https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htm&type=5

NEW QUESTION # 100

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 # 101

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose

3 answers

- A. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- B. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.
- **C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.**
- **D. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.**
- **E. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.**

Answer: C,D,E

Explanation:

Salesforce Order Management is a product that allows managing orders across different channels and systems. To migrate the existing in-house order management solution to the Salesforce Order Management product, the following actions should be taken:

* Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios. Data extensions are tables that store data in Marketing Cloud, and triggered sends are email messages that are sent automatically based on an external event. Data extensions and triggered sends can be used to store order data and send order confirmation, shipment notification, or cancellation emails to customers.

* Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector. The Service Cloud Connector is a cartridge that enables integration between B2C Commerce and Service Cloud. The Order Management Connector is a cartridge that enables integration between B2C Commerce and Salesforce Order Management. Some features of the Service Cloud Connector, such as order history or order cancellation, may conflict with the Order Management Connector, so they should be removed or disabled.

* Integrate Salesforce Order Management to B2C Commerce for order history and user self service. This integration allows customers to view their order history and status, track their shipments, cancel their orders, or initiate returns on the B2C Commerce storefront. This integration also allows agents to view and manage orders in Service Cloud.

Option D is incorrect because migrating subscriber keys in Marketing Cloud to a new Order Management customer identifier is not necessary or recommended. Option E is incorrect because replacing the Service Cloud Connector with an Order Management Connector for B2C Commerce is not possible or advisable.

References:

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

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

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<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html>

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<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html>

NEW QUESTION # 102

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for their privacy when it comes to their customers' purchases within their stores and would like that to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to their customers' privacy?

Choose 2 answers

- A. Create cookies initially, then delete once the customer asks to deny.
- **B. Enable terms and conditions functionality within Marketing Cloud to have customers opt-in.**
- C. Determine the stopper's tracking preference using the B2C Commerce Shop API.
- **D. Use profile and preference center functionality for Marketing Cloud Email Studio to capture consent and opt-in confirmation.**

Answer: B,D

Explanation:

To adhere to global data privacy acts and respect customers' privacy, the retailer should enable terms and conditions functionality within Marketing Cloud, which will allow them to display a custom message and a checkbox for customers to agree before they can submit a form or join a list. The retailer should also use profile and preference center functionality for Marketing Cloud Email Studio, which will allow them to capture consent and opt-in confirmation from customers, as well as provide them with options to manage their email preferences and unsubscribe.

References:

* [Terms and Conditions]

* [Profile and Preference Centers]

NEW QUESTION # 103

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