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Salesforce Certified B2C Solution Architect Sample Questions (Q120-Q125):

NEW QUESTION # 120
Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.
Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

- A. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.

- B. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.
- C. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.
- D. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

Answer: A,D

Explanation:
Both options A and B are valid ways to implement an Abandoned Cart Solution Workflow using B2C Commerce and Marketing Cloud. Option A uses streaming updates for catalog importing, which allows for near real-time updates of product information in Marketing Cloud. Option B uses data feeds that are transferred via SFTP and imported via Automation Studio, which allows for more control over the data format and frequency. Both options use collect.js or Collect Tracking Code to monitor shopper behavior on the B2C Commerce site and share it with Marketing Cloud. Both options also use Journey Builder to trigger personalized messages based on abandoned cart events. Option C is not valid because Google Analytics tracking is not part of the solution. Option D is not valid because inventory data is not required for the solution. References:
* https://help.salesforce.com/s/articleView?id=sf.icx_b2c_abandonedcart_req_workflow.htm&language=en_US&type=5
* https://trailhead.salesforce.com/content/learn/modules/salesforce-solution-kits-quick-look/c360-sk1

NEW QUESTION # 121
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. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.
- B. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- C. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- D. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- E. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.

Answer: B,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
*
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementOverview.html
*
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManagementConnector.html

NEW QUESTION # 122
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. 7 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. Materials Written
- C. Heroki
- D. Service Cloud
- E. Sales Cloud
- F. Marketing Cloud

Answer: A,E,F

Explanation:
A system is a software application or platform that provides specific functionality or capabilities for a business. A system can be either internal or external to Salesforce, depending on where it is hosted and how it is accessed. To deliver key capabilities for its B2C business, a company should use the following systems:
* Sales Cloud: Sales Cloud is a product that allows managing sales processes and activities across different channels and devices. Sales Cloud can help the company to deliver a full list of all customer orders throughout their engagement lifetime, by integrating with B2C Commerce and other systems to capture and display order information on customer records.
* Marketing Cloud: Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud can help the company to provide lifetime engagement tracking and history of the customer, by integrating with B2C Commerce and other systems to collect and analyze customer behavior and interactions across touchpoints.
* Salesforce Order Management: Salesforce Order Management is a product that allows managing and fulfilling orders across different channels and systems. Salesforce Order Management can help the company to calculate the lifetime value of customers based on their orders, by integrating with B2C Commerce and other systems to aggregate and report on order revenue and profitability.
Option B is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option C is incorrect because Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. Option D is incorrect because Materials Written is not a system, but rather a term that refers to written documents or content that are used for communication or education purposes. Materials Written does not provide any of the capabilities that the company needs, such as delivering a full list of customer orders, providing lifetime engagement tracking, or calculating lifetime value of customers. References:
* https://www.salesforce.com/products/sales-cloud/overview/
* https://www.salesforce.com/products/marketing-cloud/overview/
* https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/

NEW QUESTION # 123
A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.
In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?
Choose 3 answers

- A. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.
- B. Use Service Cloud to text all registered customers when any product comes back in stock.
- C. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing Inventory for all, or most, of the SKU-level products in the order.
- D. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- E. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.

Answer: A,C,D

Explanation:
A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A real-time inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways:
* Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling real-time inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This can help prevent shoppers from adding out-of-stock items to their cart or placing orders that cannot be fulfilled.
* Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction.
* Call real-time inventory services on product and cart pages to confirm that inventory has not changed.
By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate

inventory information.
Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling

NEW QUESTION # 124
Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.
Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?
Choose 2 answers

- A. It offers a template-driven approach for development.
- B. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.
- C. It lets the business quickly integrate different systems without involving IT.
- D. It enables self-service and an increase in productivity through reusable microservices and APIs.

Answer: B,D

Explanation:
API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs.
MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:
* It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs that can be easily discovered, accessed, and composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market.
* It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs: Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.
Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration.
Option C is incorrect because API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices.
References:
* https://www.mulesoft.com/resources/api/what-is-api-led-connectivity
* https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c- commerce-cloud/

NEW QUESTION # 125
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