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Salesforce Certified B2C Solution Architect Sample Questions (Q94-Q99):

NEW QUESTION # 94

Universal Containers has been using Service Cloud and recently decided to implement Marketing Cloud.

There are many data quality issues in Service Cloud like duplicates and incomplete email addresses. They want to use Marketing Cloud to send personalized communications.

Which two recommendations should a Solution Architect make when suggesting a migration strategy from an existing Service Cloud implementation to a new Marketing Cloud one?

Choose 2 answers

- A. Map Contact, Lead, and Account objects within Marketing Cloud to enable personalization.
- B. Build a custom connector between Service Cloud and Marketing Cloud that will remove the duplicates.
- C. Use Customer Data Platform (CDP) to synchronize data between Service Cloud and Marketing Cloud.
- D. Fix the data quality issues in Service Cloud before migrating to Marketing Cloud.

Answer: A,D

Explanation:

A: Fixing the data quality issues in Service Cloud before migrating to Marketing Cloud can help avoid duplicate or incomplete contacts in Marketing Cloud, which can affect the contact count, billing, and personalization. Data quality issues can be fixed by using tools such as Data Loader, Duplicate Management, or ETL tools. C. Mapping Contact, Lead, and Account objects within Marketing Cloud can help enable personalization by using data from Service Cloud in email content or journeys. Mapping can be done by using Marketing Cloud Connect or Customer 360 Data Manager. 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

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

NEW QUESTION # 95

A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.

Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?

Choose 2 answers

- A. Orders
- B. Customer
- C. Profile
- D. Contact

Answer: A,B

Explanation:

* Option B is correct because orders should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Orders contain purchasing data such as order number, order date, order total, order status, and order items, which can be used for marketing purposes such as segmentation, personalization, and reporting.

* Option C is correct because customer should be mapped from B2C Commerce to Marketing Cloud in order to meet the company's needs. Customer contains subscriber data such as customer ID, email address, first name, last name, and phone number, which can be used for marketing purposes such as identification, communication, and targeting.

* Option A is incorrect because contact is not an object from B2C Commerce, but rather an object from Service Cloud or Sales Cloud. Contact contains customer data such as name, email address, phone number, and account ID, which can be used for marketing purposes if integrated with Marketing Cloud via Marketing Cloud Connect.

* Option D is incorrect because profile is not an object from B2C Commerce, but rather an object from Experience Cloud or Sales Cloud. Profile contains user data such as username, password, role, and permissions, which can be used for authentication and authorization purposes if integrated with Marketing Cloud via Salesforce Identity or Marketing Cloud Connect.

References:

* [Get Started with B2C Solution Architect Cert Prep - Trailhead]

* [Certification - B2C Solution Architect - Trailhead]

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 96

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers

- A. B2C Commerce
- B. Service Cloud
- C. Marketing Cloud
- D. Experience Cloud

Answer: A,D

Explanation:

Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites, portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

* Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers, partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

* B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS Collections to display content from Salesforce CMS on B2C Commerce pages.

Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS.

References:

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

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

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

NEW QUESTION # 97

Universal Containers (UC) uses B2C Commerce, Marketing Cloud, and Salesforce OMS for their online sales capabilities. Given recent logistics constraints and challenges, many customers are asking UC for the ability to make their purchases online but pick them up at a local store or location (BOPIS).

Which consideration should a Solution Architect keep in mind when designing a solution for UC that would allow for this functionality?

- A. Manage B2C Commerce geolocation data for stores on an order by order basis.
- B. Marketing Cloud Mobile Push is required for this solution and must be enabled.
- C. Manage inventory data inside of B2C Commerce so it is easier to parse by store.
- D. Manage inventory data inside of Salesforce OMS so it is easier to parse by store.

Answer: C

Explanation:

This answer is correct because managing inventory data inside of B2C Commerce makes it easier to parse by store and enable buy online pick up in store (BOPIS) functionality. B2C Commerce can store inventory information for multiple locations and provide real-time availability information to customers and service agents. B2C Commerce can also integrate with Salesforce OMS to manage order fulfillment and payment processing for BOPIS orders. References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

NEW QUESTION # 98

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 directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.**
- B. Use Service Cloud to text all registered customers when any product comes back in stock.
- C. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- **D. 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.**
- **E. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.**

Answer: A,D,E

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 # 99

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- [illegible]