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Salesforce Certified B2C Solution Architect Sample Questions (Q134-Q139):

NEW QUESTION # 134
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. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.
- 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. Use Service Cloud to text all registered customers when any product comes back in stock.

Answer: A,B,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 # 135
A company had strong new-customer growth for the year but has noticed that lifetime value has been declining. They want to run automated re-engagement campaigns with customers who made purchases in the last 24 months but are unsure of where to start. They have Service Cloud, Marketing Cloud, and B2C Commerce implemented and recently began using CRM Analytics. Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign?
Choose 2 answers

- A. Use CRM Analytics to analyze customer engagement history over the last 24 months
- B. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder
- C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- D. Use SMS as a channel due to its significantly higher engagement rate as compared to email

Answer: B,D

Explanation:
These answers are correct because they are recommendations that can improve the success of the automated re-engagement campaign. Using SMS as a channel can increase the engagement rate as compared to email, as SMS messages have higher open and response rates. Configuring Einstein Recommendations in Marketing Cloud can automate segment generation for Journey

Builder, which can help create personalized and relevant messages based on customer data and behavior. References:
https://www.salesforce.com/products/marketing- cloud/best-practices/sms-marketing-statistics/
https://help.salesforce.com/s/articleView?id=sf.
mc_pb_einstein_recommendations.htm&type=5

NEW QUESTION # 136

A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.
Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloud integration best practices?
Choose 2 answers

- A. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
- B. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
- C. Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
- D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Answer: A,C

Explanation:
* Option B is correct because Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit. This is a recommended practice to enable multi-brand marketing campaigns and segmentation based on different storefronts and customer profiles.
* Option C is correct because Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices. This is a recommended practice to enable data integration and identity resolution across multiple Salesforce clouds using Customer 360 Data Manager. Email address is not a suitable subscriber key for multi-cloud scenarios, as it may change over time or be shared by multiple customers.
* Option A is incorrect because Marketing Cloud should not serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier. This is not a recommended practice, as it would create data quality issues, security risks, and integration challenges across multiple Salesforce clouds. Customer email addresses are also not suitable as a multi-cloud customer identifier, as they may change over time or be shared by multiple customers.
* Option D is incorrect because B2C Commerce should not integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront. This is not a recommended practice, as it would create data duplication, synchronization issues, and performance impacts across multiple Salesforce clouds. B2C Commerce should integrate with Service Cloud or Customer 360 Data Manager to create or update customer records based on their actions on the storefront.
References:
* [Get Started with B2C Solution Architect Cert Prep - Trailhead]
* [Certification - B2C Solution Architect - Trailhead]
* [B2C Solution Architect Certification Guide | Salesforce Ben]

NEW QUESTION # 137

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.
Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. Marketing Cloud Journey Event
- B. Commerce Cloud Email Service
- C. Service Cloud Email Service
- D. Marketing Cloud Triggered Send

Answer: D

Explanation:
* C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.
* A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.
* B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single- step interactions, such as password reset.
* D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.
References:
* : https://help.salesforce.com/s/articleView?id=sf.mc_co_triggered_email_sends.htm&type=5
* : https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_send_definition.htm&type=5
* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
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* : https://help.salesforce.com/s/articleView?id=sf.email_services.htm&type=5
* : https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_events.htm&type=5
* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp
/OrderManagement/EmailService.html

NEW QUESTION # 138
A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.
What flow should a Solution Architect suggest to facilitate this request'

- A. B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.
- B. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.
- C. B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time.Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.
- D. B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.

Answer: D

Explanation:
This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices. References: https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

NEW QUESTION # 139
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