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Salesforce Certified B2C Solution Architect Sample Questions (Q79-Q84):

NEW QUESTION # 79
Universal Containers (UC) is working on an initial release of Service Cloud and B2C Commerce. The UC management team is excited about the new features and wants to go to market with the new solution as soon as possible even though the requirements are not completely mapped out.
A Solution Architect is asked to evaluate when UC can go live with a new B2C Commerce site, automated chatbots, Einstein case classification, Service Cloud Voice, and analytics.
How should a Solution Architect respond to the management team's request to help formulate a roadmap for these new capabilities?

- A. Facilitate a workshop with the development team and create a list of prioritized user stories that can then be used to create a detailed roadmap.
- B. Facilitate a workshop with the management team, applying the relationship design process to create a roadmap aligned to business objectives.
- C. Ask to follow the management team for a week to gain a better understanding of how they work and what information they need to formulate their roadmap.
- D. Ask each member of the management team about their top three concerns, and use it to formulate the roadmap.

Answer: B

Explanation:
This answer is correct because it is a way to respond to the management team's request to help formulate a roadmap for these new capabilities using the relationship design process. The relationship design process is a method that centers relationships as the building blocks of business and social value. It is based on four mindsets that can help design products and services from a place of compassion: compassion, intention, courage, and reciprocity. By facilitating a workshop with the management team, applying the relationship design process, a Solution Architect can help create a roadmap that aligns with business objectives and builds customer trust. References: https://www.salesforce.com/blog/how-relationship-design-works/

NEW QUESTION # 80
An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically route to the correct team based on their tier level.
Which two options should a Solution Architect configure to accomplish this?
Choose 2 answers

- A. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to teams. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.
- B. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.
- C. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.
- D. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level.

Answer: C,D

Explanation:
C: Case routing can be configured by configuring Service Cloud's omni-channel routing feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level. This can help accomplish the goal by ensuring that cases are assigned to the most qualified and available agents based on predefined criteria and rules. D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud. This can help accomplish the goal by maintaining consistent and updated customer data across different systems and platforms.
References:
* https://help.salesforce.com/s/articleView?id=sf.service_presence_omnichannel_routing.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.
htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

NEW QUESTION # 81

A merchant has a requirement to engage customers with a series of promotional messaging including a coupon offer generated in B2C Commerce. Reminder emails are sent to those customers who have not redeemed the coupon 10 and 2 days before its expiration.
Which three elements are required to support this scenario?
Choose 3 answers

- A. Marketing Cloud Connect for Service to Marketing Cloud
- B. 82C Commerce storefront
- C. B2C Commerce cartridge to call Marketing Cloud APIs
- D. Marketing Cloud Installed Package
- E. Service Cloud for support of coupons and redemption management

Answer: B,C,D

Explanation:
To enable the scenario of sending promotional emails with coupon offers generated in B2C Commerce, the following elements are required:
* A B2C Commerce cartridge to call Marketing Cloud APIs, such as the Transactional Messaging API, to trigger the email journey and pass the coupon code as a data attribute.
* A Marketing Cloud Installed Package to create an API integration between B2C Commerce and Marketing Cloud and provide authentication credentials and permissions.
* A B2C Commerce storefront to generate and manage the coupon codes and redemption logic.
References: https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional- messaging-api
https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud- integration
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.
dochelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

NEW QUESTION # 82
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. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- C. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- D. Configure Einstein Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Answer: C,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 # 83
Universal Containers is about to expand from their existing product efforts around watches into creating smart watches. These watches are intended to integrate with the users smart phone but also gather and collect health data from the watch and the phone. Universal Containers has never had to manage or work with health related data and are concerned about how to go further while still keeping their users trust.
What is a next step a Solution Architect should suggest to provide UC the kind of understanding they are looking for"?
Choose 1 answers

- A. Speak with a Legal Expert in regards to HIPPA and PHI Data
- B. Run a Requirements Gathering Workshop to start creating the build requirements
- C. Run a Consequence Scanning Workshop to understand the impact of the work
- D. Run a Journey Mapping Workshop to understand the users' interactions with the system
- E. Does the team need front-end development capabilities?

Answer: C

Explanation:
This answer is correct because it is a next step that a Solution Architect should suggest to provide UC the kind of understanding they are looking for regarding how to manage or work with health related data while still keeping their users trust. A Consequence Scanning Workshop is a method that helps identify potential positive and negative consequences of a product or service on people, society, and environment. It can help UC anticipate the impact of their work on their users' trust and privacy, and design solutions that mitigate risks and maximize benefits. References: https://www.salesforce.com/blog/how-relationship-design-works/

NEW QUESTION # 84
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