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Salesforce Certified B2B Solution Architect Exam Sample Questions (Q103-Q108):

NEW QUESTION # 103

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi-cloud architecture, B2B Commerce, for buildingthe storefront and Service Cloud Web2Case for offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

- A. Offload the number of cases received via Web2Case by using Email2Case.
- B. Disable anonymous users on the site.
- C. Implement Case Deflection.
- D. Plan and conduct User Adoption Trainings for resellers on how to use the site.

Answer: C,D

Explanation:

Option B would help resellers find answers to their questions by showing them relevant articles or discussions before they create a case. This way, they can resolve their issues without contacting support13.

Option D would help resellers learn how to use the site effectively andavoid common pitfalls. This way, they can reduce errors and confusion that might lead to unnecessary cases2.

To help resellers use the site more efficiently and lower the case volume, the Solution Architect should recommend:

B) Implement Case Deflection. This feature helps users find answers to their questions and resolve issues before submitting a case, thereby reducing case volume.

D) Plan and conduct User Adoption Trainings for resellers on how to use the site. Training ensures that resellers are comfortable with the ecommerce site and understand how to use it effectively, which can lead to reduced case volume.

Salesforce's best practices for service cloud implementation recommend these strategies to improve user efficiency and reduce case volumes, as detailed in Service Cloud documentation and training materials.

NEW QUESTION # 104

During a B2B multi-cloud implementation, an executive sponsor from Universal Containers (UC) approaches the Solution Architect to discuss ongoing support and new functionality that will be rolled out to support UC. The current implementation supports Experience Cloud, Service Cloud, and Sales Cloud.

Which three recommendations should a Solution Architect make to ensure features are enabled without impacting user efficiency?

Choose 3 answers

- A. Give users the ability to opt-out of any new feature they dislike.
- B. Ensure development, training, and production environments are in place.
- C. Give users a way to raise support tickets for new features they do not understand.
- D. Communicate and train users on new features.
- E. Fully document all customizations added to the system.

Answer: B,D,E

Explanation:
Option C seems correct because it is important to document all the customizations added to the system, such as code, configuration, integrations, etc., so that they can be easily understood, maintained, and updated by the support team or future developers.
Option D seems correct because it is essential to communicate and train users on new features that are rolled out to support UC's business needs and goals. This can help users adopt the new features faster and more effectively, as well as reduce confusion or frustration.
Option E seems correct because it is advisable to have separate environments for development, training, and production purposes. This can help ensure that new features are developed and tested in a safe and isolated environment before being deployed to the production environment where they can affect real users and data.

NEW QUESTION # 105

Universal Containers (UC) has a global support model and would like to open up a text message channel to support maintenance supervisors in countries around the world. UC also wants to leverage messaging to market to its business partners, and be able to track open and click-through rates just like it does with email campaigns.
What should a Solution Architect recommend to UC?

- A. Utilize Marketing Cloud and MobileConnect.
- B. Utilize Service Cloud and LiveMessage.
- C. Embed third-party messenger tools.
- D. Utilize Service Cloud Email to Text Message.

Answer: C

NEW QUESTION # 106

Universal Containers (UC) has its product and primary pricing in an ERP.For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.
The sales process is structuredso that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.
Where does UC house the system of record for its sales process?

- A. Salesforce B2B Commerce
- B. Salesforce CPQ
- C. Third-party data warehouse
- D. Salesforce Sales Cloud

Answer: D

Explanation:
Salesforce Sales Cloud is the system of record for the sales process because it contains information about opportunities and opportunity products, which are used for forecasting and reporting. It also integrates with other clouds such as B2B Commerce and CPQ to support the cart-to-quote process.
https://help.salesforce.com/s/articleView?id=icx_b2c_crosscloudengagement_systems_of_record.
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In the described sales process, Salesforce Sales Cloud serves as the system of record. This is because the overall pipeline, including opportunities and opportunity products, which are central to forecasting and sales management, is managed within Sales Cloud. While CPQ and B2B Commerce play crucial roles in quoting and online purchasing respectively, and the ERP system houses product and primary pricing information, it is Sales Cloud that integrates these elements to provide a comprehensive view of the sales pipeline and performance. This alignment with sales processes makes Sales Cloud the authoritative source for sales-related data and activities, aligning with Salesforce's best practices for sales management and forecasting.

NEW QUESTION # 107

Recently. Universal Containers (UC) successfully launched a multi-cloud 62B implementation with Sales Cloud, Service Cloud, Experience Cloud, and B2B Commerce. As the Sales and Service Cloud development was performed by separate teams, UC created Process Builder automation for the Account object m separate Process Builder processes. As customers 90 through the sales process within Sales Cloud, the data on their customer account record is updated. As those same customers make purchases

within B2B Commerce, the data on their customer account record is updated as well.

What are two reasons why a Solution Architect should recommend uniting these into a single Process Builder process?
Choose 2 answers

- A. Moving them into a single Process Builder process provides control over the order of the updates and actions triggered on the Account object.
- B. Moving them into a single Process Builder is the only way to ensure a naming convention is followed on the Account object.
- C. Moving them into a single Process Builder process helps to reduce the number of queries and avoid hitting limits on the Account object.
- D. Moving one of the Process Builders into a flow will remove all automation conflicts on the Account object.

Answer: A,C

NEW QUESTION # 108
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