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Salesforce Certified B2C Solution Architect Sample Questions (Q61-Q66):

NEW QUESTION # 61
A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:
* Build an order management solution in B2C Commerce using order management APIs
* Purchase Salesforce Order Management
* Build a custom order management solution using their own development team Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?
Choose 3 answers

- A. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.
- B. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service

Cloud Connector.
- C. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.
- D. B2C Commerce order management does not support complex or advanced use cases.
- E. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.

Answer: A,D,E

NEW QUESTION # 62
A multi-brand company uses 82C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across these Salesforce products, The company has one B2C Commerce realm Serving two storefronts, a Salesforce ora, and a Marketing Cloud Instance. None of these Salesforce Clouds are integrated. The company wants to know which Salesforce products require custom integration for this multi-cloud architecture.
Which two considerations should a Solution Architect provide to answer the company's question?
Choose 2 answers

- A. An integration between Service Cloud and B2C Commerce is not necessary, as these clouds are natively integrated and both products are built on the Salesforce Platform.
- B. An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST APT access from B2C Commerce.
- C. An integration must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.
- D. An integration must be developed between 82C Commerce and Service Cloud to enable the synchronization of customer profiles and unlock REST API access between the two products.

Answer: B,D

Explanation:
B2C Commerce and Service Cloud are not natively integrated and require custom development to enable data synchronization and API access between them. B2C Commerce and Marketing Cloud also require custom development to enable API access for customer engagement scenarios. References: https://help.salesforce.com
/s/articleView?id=sf.b2c_service_cloud_connector_overview.htm&type=5 https://developer.salesforce.com
/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

NEW QUESTION # 63
Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO's Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.
What should Marketing Cloud be the single source of truth of in this multi-cloud scenario'5

- A. Customer journey flow
- B. Customer product affinity
- C. Individuals attributes such as name, address, birthday, and email
- D. Order history

Answer: A

Explanation:
Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys. References:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

NEW QUESTION # 64
A company currently provides service to its customers using a call center and spreadsheets, Because of the lack of systems, there is

no ability to track how successful agents are. In addition, the ordering system cannot be easily accessed by service agents, costing valuable time and hurting customer satisfaction.

What should a Solution Architect say to convince the company to shift to a connected B2C Solution approach?

- A. Agents will have a better interface using Service Cloud and B2C Commerce with Heroku.
- B. Agents will have easy access to customer data to provide a better service experience when customers call in.
- C. Agents can utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI.
- D. Agents' success rates will be better measured after helping the company define ROI KPIs together.

Answer: B

Explanation:

A connected B2C Solution approach is an approach that allows integrating B2C Commerce and Service Cloud to provide a seamless and omnichannel experience for customers across different touchpoints. A connected B2C Solution approach can provide various benefits, such as increased customer satisfaction, loyalty, retention, and revenue. To convince the company to shift to a connected B2C Solution approach, a Solution Architect should say the following:

Agents will have easy access to customer data to provide a better service experience when customers call in. By integrating B2C Commerce and Service Cloud using features such as Service Cloud Connector or Salesforce Order Management, agents will be able to access customer and order information from B2C Commerce directly in Service Console without switching between multiple systems. This will enable agents to answer customer questions more quickly and accurately, resolve issues more efficiently, and offer personalized recommendations or solutions.

Option B is incorrect because agents will not have a better interface using Service Cloud and B2C Commerce with Heroku. Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku is not directly related to creating a connected B2C Solution approach, although it can be used to extend or customize the functionality of B2C Commerce or Service Cloud. Option C is incorrect because agents cannot utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI. SSO is a feature that allows users to log in to multiple applications or systems with the same credentials. SSO does not enable launching an 'Order on Behalf of' storefront experience within the B2C Commerce UI, which is a feature that allows agents to create orders on behalf of customers using the storefront login. To enable this feature, the company needs to use Service Cloud Connector or Salesforce Order Management to integrate B2C Commerce and Service Cloud. Option D is incorrect because agents' success rates will not be better measured after helping the company define ROI KPIs together. Although this is a possible benefit of shifting to a connected B2C Solution approach, it is not the most convincing or compelling one for the company's situation. The company's main pain point is the lack of systems and access to customer and order data, which affects their service quality and customer satisfaction. Therefore, the most convincing argument for shifting to a connected B2C Solution approach is how it can improve the service experience for both agents and customers by providing easy access to customer data. Reference:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5
https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/
https://help.salesforce.com/s/articleView?id=sf.sso_about.htm&type=5

NEW QUESTION # 65

An organization 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 be routed to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

- A. Queues
- B. Auto Response Rules
- C. Support Processes
- D. Assignment Rules

Answer: A,D

Explanation:

A support case is a record that tracks a customer's question, problem, feedback, or request for service. A support case can be created manually by a user or automatically by an email, web form, chat, etc. A support case can be assigned to a user or a queue for further action or resolution. To automatically route incoming support cases to the correct team based on their tier level, a Solution Architect should configure the following:

* Assignment Rules: Assignment rules are rules that define how to assign cases to users or queues based on certain criteria or conditions. Assignment rules can help automate the case assignment process and ensure that cases are routed to the right people or

teams based on their skills, availability, workload, etc.
* Queues: Queues are lists of records that need to be worked on by multiple users or teams. Queues can help organize and prioritize workloads and distribute cases among users or teams based on their capacity or expertise.
Option C is incorrect because support processes are processes that define the stages or statuses that a case goes through from creation to closure. Support processes do not affect how cases are assigned to users or queues based on tier level. Option D is incorrect because auto response rules are rules that define how to send automatic email responses to customers when cases are created or updated based on certain criteria or conditions. Auto response rules do not affect how cases are assigned to users or queues based on tier level.
References:
* https://help.salesforce.com/s/articleView?id=sf.customize_case.htm&type=5
* https://help.salesforce.com/s/articleView?id=sf.customize_supporthome.htm&type=5
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NEW QUESTION # 66
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