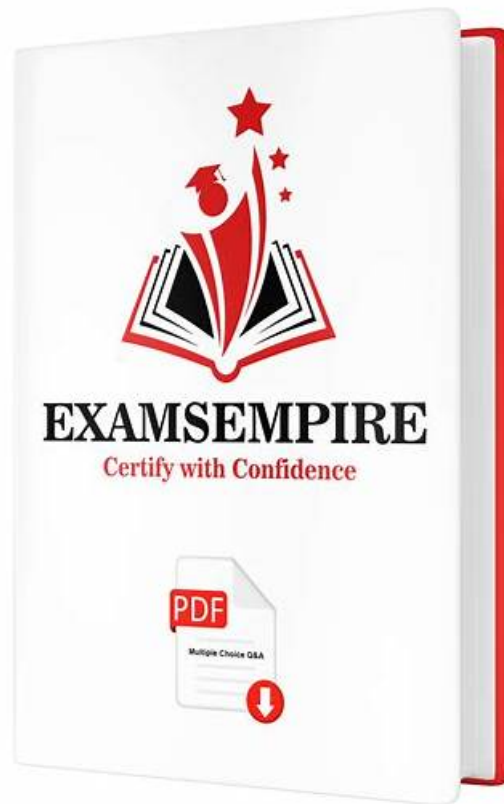


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## Salesforce Certified B2B Solution Architect Sample Questions (Q110-Q115):

### NEW QUESTION # 110

Universal Containers (UC) is about to start a massive digital transformation project across multiple service channels. UC plans on using Service Cloud, Omni-Channel, chatbots, Knowledge, and Einstein AI throughout all the service capabilities. Before discovery can start, the key stakeholder would like to see the automated chat capabilities in action. They currently use a third-party Knowledge Base and are wondering what is the value of it over Salesforce Knowledge. They believe it will be chatbots but they are unsure.

What is one of the key benefits the Solution Architect should address within the context of the demo?

- A. Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.
- B. Demo how the chatbot can anticipate the responses of the customer before they make it, and generate Knowledge article responses based on what they have bought.
- C. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- **D. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.**

**Answer: D**

Explanation:

Demonstrating the chatbot's capability to utilize Salesforce Knowledge to provide accurate and helpful responses to customer inquiries highlights the value of integrating Knowledge with automated chat solutions.

This showcases how AI-driven chatbots can enhance customer service by quickly accessing and delivering content from Knowledge articles, addressing customer issues efficiently and reducing the need for direct human intervention. This capability not only improves the customer experience by providing immediate assistance but also showcases the seamless integration between Salesforce's AI technologies and Knowledge base, illustrating the platform's ability to support advanced customer service strategies. Salesforce documentation and best practices often highlight the importance of leveraging Knowledge articles within AI-driven chat solutions to optimize customer support and service workflows.

### NEW QUESTION # 111

Universal Containers (UC) is about to complete an initial planning of a complex solution involving multiple customer personas. UC wants to ensure it has a comprehensive understanding of what kinds of business outcomes the customers want to achieve before presenting them a solution.

Which method of discovery should a Solution Architect suggest to UC?

- A. Comprehensive Surveys to End Customers
- B. User Stories Creation with End Customers
- **C. Jobs To Be Done Framework**
- D. Third-party research from well-known organizations

**Answer: C**

Explanation:

The "Jobs To Be Done Framework" is a method that focuses on understanding customer needs in specific contexts and situations. This approach is ideal for UC to gain comprehensive insights into what kinds of business outcomes the customers want to achieve. It goes beyond mere feature requests and digs into the underlying goals and challenges customers face, which can be more enlightening for solution design than surveys or user story creation alone. The framework is recognized for its effectiveness in uncovering the real jobs customers are hiring products and services to do.

### NEW QUESTION # 112

Universal Containers (UC) is undergoing a full digital transformation and has chosen Salesforce as one of the main components. UC will use Sales Cloud for online activities, CPQ for quote generation and renewals, B2B Commerce for online orders through its partnerships and vendors, an external ERP for fulfillment and invoicing, and Marketing Cloud for customer outreach. UC wants to create fluidity between the entire application landscape, and an integration between systems is required.

The application is expected to be able to generate an order based on any of the channels outlined above, and be utilized in UC's outreach to its customers.

Where should a Solution Architect recommend the system of record (SOR) be for all orders going forward?

- A. B2B Commerce Order Object

- B. In the ERP Order Object
- C. Salesforce Custom Object
- D. Salesforce Order Object

**Answer: B**

Explanation:

For Universal Containers (UC), maintaining the system of record (SOR) for all orders in the ERP Order Object is the most strategic approach, especially given the ERP's role in fulfillment and invoicing. This ensures that the ERP remains the authoritative source for order data, providing a single point of truth for financial transactions and order management. Integrating Salesforce clouds with the ERP allows for seamless data flow and operational efficiency, supporting UC's digital transformation goals while leveraging the ERP's robust capabilities for order processing and financial management.

### NEW QUESTION # 113

Universal Containers (UC) is about to complete the first phase of its digital transformation with its new Lead to Invoice process that incorporates several clouds like Sales Cloud, Service Cloud, Revenue Cloud, Experience Cloud, and MuleSoft. UC is now creating a Center of Excellence and focusing on a purely Agile methodology for working on new releases. UC wants to understand some of the considerations around release planning.

What are two recommendations a Solution Architect should make to ensure UC's releases to production work within its release schedule and there are no delays in future releases?

Choose 2 answers

- A. Utilize the last sprint to include functionality that was missed from previous sprints.
- B. Fix the scope of the sprint during release planning regardless of how long it takes.
- C. Use the last sprint of the release to stabilize it and eliminate identified issues.
- D. Create a regular sprint cadence across the different teams to demonstrate new functionality.

**Answer: C,D**

Explanation:

For UC's digital transformation and adoption of Agile methodology, ensuring smooth and timely releases is crucial. The recommended practices are:

\* B. Create a regular sprint cadence across the different teams to demonstrate new functionality.

Establishing a consistent rhythm for sprints helps align team efforts, ensures regular progress reviews, and facilitates the integration of new features. It fosters collaboration and keeps the project on track.

\* C. Use the last sprint of the release to stabilize it and eliminate identified issues. Dedicating the final sprint to stabilization and issue resolution is a best practice in Agile methodologies. It allows the team to focus on quality assurance, performance testing, and user feedback, ensuring that the release is robust and meets user expectations.

Salesforce and Agile methodology guides, such as those found on Salesforce Trailhead and in Agile development literature, emphasize the importance of regular cadences and stabilization phases for successful project delivery and continuous improvement.

### NEW QUESTION # 114

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team has completed the development for the current sprint and is demonstrating the functionalities to the business stakeholders during their sprint demo. While demonstrating products and pricing, and Sync between B2B and CPQ when requesting a quote, the stakeholders make a new request to include tiered pricing and map it to discount schedules on CPQ.

Which approach should a Solution Architect recommend while addressing the feedback from the stakeholders?

- A. Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization and grooming.
- B. Include it as a user story and accommodate it in the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.
- C. Convey that it is not recommended to include it in the initial MVP, since an extension is needed on the CPQ B2B Commerce Connector for the new requirement.
- D. Convey that this can be potentially picked up in the next sprint since the technical changes needed for this new user story are low effort.

**Answer: A**

Explanation:

\* CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects<sup>1</sup>.

\* CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing<sup>23</sup>.

\* The connector does not support mapping tiered pricing to discount schedules out of the box<sup>23</sup>.

\* The connector uses pricing from B2B Commerce to define the pricing on the generated quote lines by setting their Special Price fields<sup>4</sup>.

Incorporating new requirements, such as tiered pricing and mapping to discount schedules in CPQ, into an ongoing Salesforce CPQ and B2B Commerce project requires careful consideration of project scope, timelines, and resource availability. Adding the new requirement as a user story to the product backlog allows for a structured approach to evaluating its impact on the project. Scheduling a subsequent meeting for prioritization and grooming ensures that stakeholders can discuss the new requirement in detail, assess its feasibility, and decide on its inclusion in the project timeline. This approach aligns with agile project management best practices, allowing for flexibility in responding to new requirements while maintaining project focus and efficiency.

## NEW QUESTION # 115

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