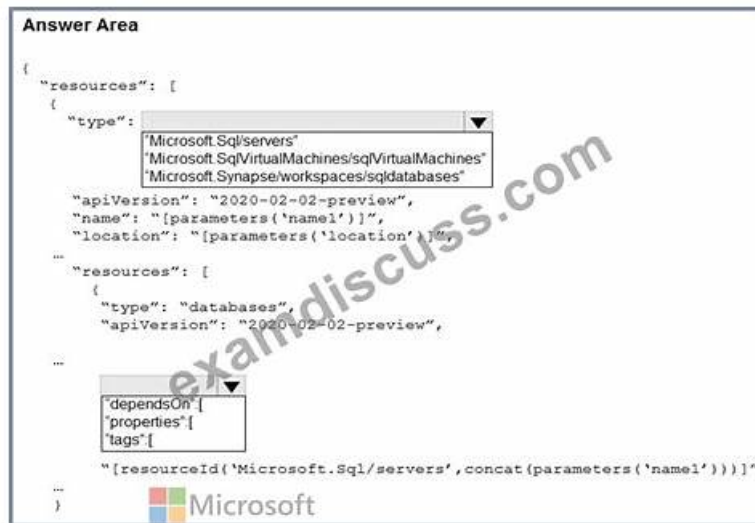


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Salesforce Certified B2C Solution Architect Sample Questions (Q81-Q86):

NEW QUESTION # 81

A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of' functionality on its storefront. Which two actions should a Solution Architect take to ensure agents can use the 'Order on Behalf of' functionality?

Choose 2 answers

- A. Verify that agents have a user record in Service Cloud and an account created in B2C Commerce.
- B. Apply the 'Order on Behalf of' permission set to Service Cloud users.
- C. Verify that the permissions for the B2C Commerce account support 'Order on Behalf of'.
- D. Configure agents to use SSO between B2C Commerce and Service Cloud.

Answer: A,C

Explanation:

To enable the 'Order on Behalf of' functionality, the B2C Commerce account must have the 'Order on Behalf of' permission enabled and the 'Customer Service' role assigned. The agents must also have a user record in Service Cloud and an account created in B2C Commerce with the same email address. References:

https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_order_on_behalf_of.htm&type=5

NEW QUESTION # 82

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org.

Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?

- A. Use Change Data Capture to sync Invoice records
- **B. Use Salesforce Connect/External Objects (with custom Apex adapters)**
- C. Build a custom solution to view the ERP Invoice records in Salesforce
- D. Use Platform Events to sync Invoice record changes

Answer: B

Explanation:

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. References: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5 https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

NEW QUESTION # 83

Refer to the exhibit.

□ A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re- platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement B2C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- A. Experience Cloud
- B. Salesforce Identity
- **C. B2C Commerce**
- D. Service Cloud

Answer: C

Explanation:

* Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site.

* Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data.

Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site.

* Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a

feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

* Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds.

References:

- * [Get Started with B2C Solution Architect Cert Prep - Trailhead]
- * [Certification - B2C Solution Architect - Trailhead]
- * B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 84

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

Answer: A,B,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.dochehelp/content/b2c_commerce/topics/promotions/b2c_coupon_codes.html

NEW QUESTION # 85

A company is in the process of defining the right systems to deliver key capabilities for its B2C business. The company has about 2 million customers, each placing an average of 100 orders each year through its existing B2C Commerce platform.

The company needs a system that can:

- * Deliver a full list of all customer orders throughout their engagement lifetime
- * Provide lifetime engagement tracking and history of the customer
- * Calculate the lifetime value of customers based on their orders

Which three systems should a Solution Architect recommend to meet the company's requirements? Choose 3 answers

- A. Heroku
- B. Salesforce Order Management
- C. Service Cloud
- D. Sales Cloud
- E. Marketing Cloud

Answer: B,C,E

Explanation:

These answers are correct because they are systems that can meet the company's requirements for delivering a full list of all customer orders throughout their engagement lifetime, providing lifetime engagement tracking and history of the customer, and calculating the lifetime value of customers based on their orders. Salesforce Order Management can manage order lifecycle from capture to fulfillment across multiple channels. Service Cloud can provide a complete view of customer interactions across sales,

service, marketing, and commerce.

Marketing Cloud can track customer engagement across email, mobile, social, web, and more. CRM Analytics can provide insights into customer lifetime value based on order data and engagement history.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_oms_integration.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

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[htm&language=en_US&type=5 https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/](https://www.salesforce.com/products/marketing-cloud/what-is-marketing-cloud/)

NEW QUESTION # 86

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