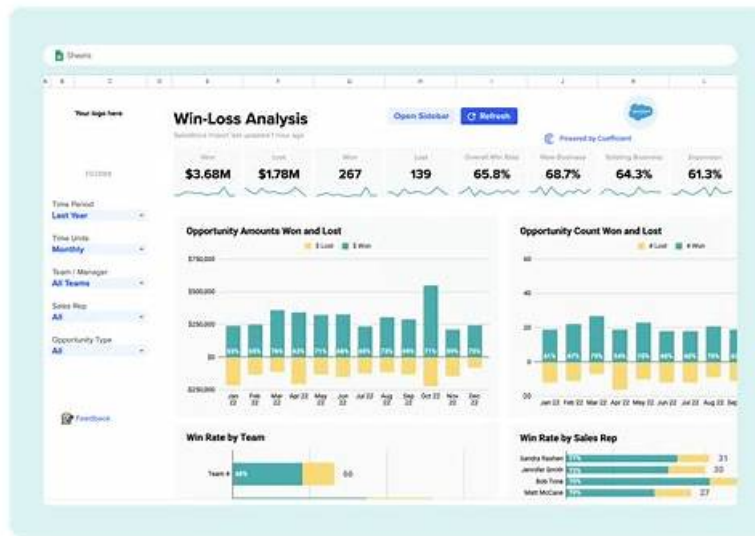


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Salesforce Certified B2C Solution Architect Sample Questions (Q98-Q103):

NEW QUESTION # 98

An organization currently has separate teams supporting Service Cloud, Marketing Cloud, store operations with a point-of-sale solution, and eCommerce with Commerce Cloud. Each business unit has their own key performance indicators (KPIs) but the organization is struggling to understand the big picture and improve customer engagement with the brand.

In which two ways would Salesforce CDP help in this scenario?

Choose 2 answers

- A. It creates one Individual record that replaces the system-specific records in other products, creating a unified view of the customer.
- B. It ingests customer data from each system and uses matching rules to find records representing the same person, uniting them under a Unified Individual.
- C. It provides cross-channel analytics using pre-built, native dashboards and charts within the unified profile.
- D. It can power experiences through other channels like Marketing Cloud Engagement by activating customer segments.

Answer: B,D

Explanation:

These answers are correct because they are ways that Salesforce CDP can help the organization in this scenario. Salesforce CDP can ingest customer data from each system and use matching rules to find records representing the same person, uniting them under a Unified Individual. This creates a single view of the customer across all systems and channels. Salesforce CDP can also power experiences through other channels like Marketing Cloud Engagement by activating customer segments. This enables personalized and targeted marketing campaigns based on customer data and behavior. References: <https://www.salesforce.com/products/customer-data-platform/overview/>

NEW QUESTION # 99

Universal Containers (UC) wants to implement the right-to-be-forgotten requirement in their Salesforce org in order to be compliant with data privacy laws. This means that UC must delete, archive, or de-identify the data subject's PII in an org within 30 days of their request.

What should a Solution Architect recommend to implement this requirement?"*

- A. Create a team who can manually review these requests and delete or obscure the data from all relevant systems.
- **B. Recommend Salesforce Privacy Center to manage how the Salesforce org retains, deletes, anonymizes, and transfers customer data.**
- C. Implement a custom solution that allows system administrators to run a job to obscure or delete the data in the request scope.
- D. Implement a soft delete strategy by marking the data as "archived" or "deleted" without actually deleting it.

Answer: B

Explanation:

This answer is correct because Salesforce Privacy Center is a tool that helps satisfy customer requests and data privacy laws related to the right-to-be-forgotten requirement. Salesforce Privacy Center allows admins to create policies that delete, archive, or de-identify the data subject's PII in an org within 30 days of their request, without additional development. References: https://help.salesforce.com/s/articleView?id=privacy_center.htm&type=5&language=en_US

NEW QUESTION # 100

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=sfb2c_service_cloud_connector_order_on_behalf_of.htm&type=5

NEW QUESTION # 101

An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign them up for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for their household. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.

Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?

- A. Salesforce Field Service, Shield Encryption at rest, Digital Engagement
- B. Digital Engagement, Shield with Splunk, Social Engagement Studio
- C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
- **D. Shield and Event Monitoring Analytics App, Pardot**

Answer: D

Explanation:

A: Shield and Event Monitoring Analytics App, Pardot can help meet these needs by providing enhanced security, compliance, auditing, analytics, and marketing capabilities for the insurance company. Shield can help protect sensitive data with encryption, monitor user activity with event logs, enforce data retention policies with archiving, and comply with industry regulations with field audit trails. Event Monitoring Analytics App can help analyze user behavior, performance, adoption, and usage with prebuilt dashboards and reports. Pardot can help create personalized email campaigns, track customer engagement, automate lead generation, and measure marketing ROI. References:

* <https://www.salesforce.com/products/platform/products/salesforce-shield/>

* <https://www.salesforce.com/products/platform/products/event-monitoring-analytics-app/>

* <https://www.salesforce.com/products/marketing-cloud/best-marketing-automation-software/>

NEW QUESTION # 102

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

Answer: B,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 # 103

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