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Salesforce Certified B2B Solution Architect Sample Questions (Q33-Q38):

NEW QUESTION # 33

Universal Containers (UC) sells automotive spare parts through a large network of partner retail outlets. UC's business model relies on partners (retail outlets) reaching out to UC to get access to its product catalog, selecting the product(s) they require, and then making bulk purchases. The partners occasionally reach out to UC sales representatives for advice or clarifications regarding particular SKUs on an opportunity on which they are co-sellers.

UC wants to offer discounts to partners who make large purchases. Further, UC wants to provide its partners with reports detailing their sales, including reports that summarize sales by partner, to help UC classify its partners accordingly.

Which solution should a Solution Architect recommend to meet UC's requirements?

- A. Sales Cloud, Partner Relationship Management, and Einstein
- **B. Sales Cloud, B2B Commerce, and Partner Relationship Management**
- C. Sales Cloud, Service Cloud, and Partner Relationship Management
- D. Sales Cloud, B2B Commerce, and Customer Community

Answer: B

Explanation:

Sales Cloud provides the CRM capabilities needed to track opportunities and sales processes, B2B Commerce provides the platform for partners to make bulk purchases, and Partner Relationship Management (PRM) enables the management of partner relationships, including offering discounts for large purchases and providing reports to partners. This integrated solution meets all of UC's requirements for sales, bulk purchasing, and partner management. Salesforce documentation supports the use of PRM alongside Sales Cloud and B2B Commerce for managing complex partner relationships and sales processes.

NEW QUESTION # 34

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

Answer: C

Explanation:

Marketing Cloud, with its MobileConnect application, is the recommended solution for sending text messages at scale, tracking open and click-through rates, and integrating with marketing campaigns. MobileConnect provides SMS capabilities that can support UC's global support model and marketing needs, offering features similar to those available for email campaigns. Salesforce Marketing Cloud documentation describes how MobileConnect can be used for such requirements.

NEW QUESTION # 35

Universal Containers (UC) is currently utilizing Salesforce Revenue Cloud, Service Cloud, and Field Service for its internal Sales teams, call center, and field service teams. The field service team has asked for new data visibility around Sales and Service data because customers in the field will often ask about sales orders that typically exist within Revenue Cloud.

What is an immediate consideration a Solution Architect should provide regarding giving this kind of data access?

- **A. Generate a new permission set that grants access to the Order object and assign it to the field service users.**
- B. Generate a new profile that grants access to the Order object and assign it to the field service users.
- C. Provide the field service team with a Sales Cloud license to view Order data.
- D. Provide the field service team with CPQ licenses to view Order data.

Answer: A

Explanation:

Creating a permission set that grants field service users access to the Order object is a granular and secure way to provide the necessary data visibility. This allows for precise control over which users have access to order data without impacting other profiles or requiring additional licenses. Salesforce's permission set documentation provides guidelines on how to grant specific access rights to users, ensuring they have the information needed to perform their job functions effectively.

NEW QUESTION # 36

Northern Trail Outfitters (NTO) is running a multi-cloud Salesforce implementation with lots of process integration between the clouds and other systems. During the project, NTO faces many challenges including a lack of agility and business value alignment, as well as silo-thinking. After trying different approaches, NTO begins to use Agile and is successful. The project manager now wonders what the recommended operating model would look like. What should be a Solution Architect's first recommendation?

- A. NTO should establish a Scaled Agile Center of Excellence to continuously improve agility and time to market.
- B. NTO should set up a model of continuous backlog with teams aligned to the different products (capabilities) to improve efficiency.
- C. NTO should set up a model of continuous backlog with teams aligned to the different clouds to drive efficiency and team collaboration.
- D. NTO should set up an Operations team within IT to ensure proper management of the integrations going forward.

Answer: A

Explanation:

A Scaled Agile Center of Excellence (LACE) is a small team of people dedicated to implementing the SAFe Lean-Agile way of working¹. A LACE can be used to gather information, lead change, share best practices, and keep people on the same page as the organization moves forward². A LACE is a cornerstone of successful transformations because it encourages continuity and manages expectations³.

By establishing a LACE, NTO can leverage the benefits of agile at scale, such as faster delivery, higher quality, lower costs, and happier customers³¹. A LACE can also help NTO overcome the challenges of silo-thinking and lack of alignment by fostering collaboration and communication across different teams and systems²¹.

NEW QUESTION # 37

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 the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.
- B. Demo how the chatbot can provide a response to a customer's request by bringing together content from Knowledge articles.
- C. Demo how a human being can have a real conversation with an Einstein AI-driven chatbot.
- D. 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.

Answer: B

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 # 38

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