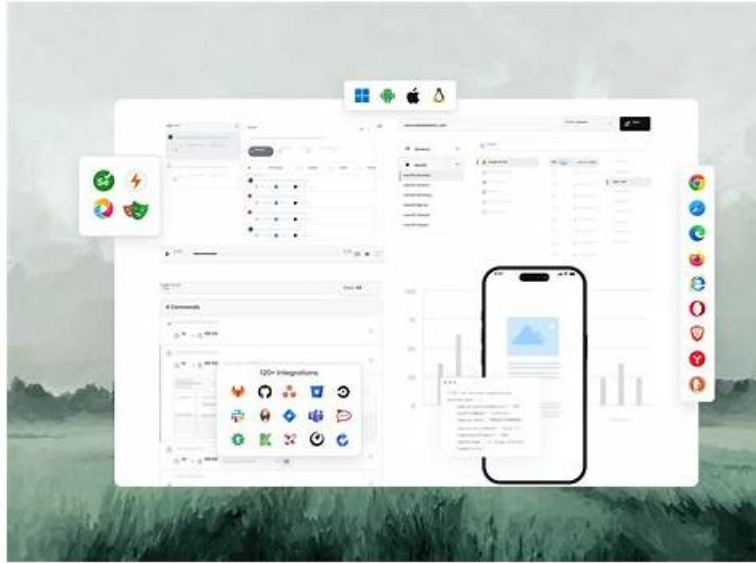


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Salesforce Certified B2C Solution Architect Sample Questions (Q106-Q111):

NEW QUESTION # 106

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant's current Order Management System uses to allocate orders to the correct distribution center for fulfillment. When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?

- A. Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.
- B. Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.
- **C. Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.**
- D. Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.

Answer: C

Explanation:

* A is correct because Salesforce Order Management does not have native support for multiple distribution centers and requires either an AppExchange package or custom Apex triggers to implement fulfillment rules based on custom attributes.

NEW QUESTION # 107

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

- A. Set tracking site preference for each storefront
- **B. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud**
- C. Use email addresses, SMS, or other channel addresses as the contact key (subscriber key) in Marketing Cloud
- **D. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds**

Answer: B,D

Explanation:

B: Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization. References:

* https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles

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

* https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5

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

NEW QUESTION # 108

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 Tableau CRM (formerly Einstein Analytics).

Which two recommendations should a Solution Architect provide to the company to improve the success of the automated campaign? Choose 2 answers

- A. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- B. Use SMS as a channel due to its significantly higher engagement rate as compared to email
- **C. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder**
- **D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months**

Answer: C,D

Explanation:

* Option A is correct because configuring Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder is a valid recommendation to improve the success of the automated campaign. Einstein Retargeting

Recommendations uses machine learning to identify customers who are likely to purchase again based on their past behavior and preferences, and automatically creates segments for Journey Builder to send personalized messages and offers.

* Option D is correct because using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months is a valid recommendation to improve the success of the automated campaign. Einstein Discovery uses advanced analytics and AI to analyze data from multiple sources and generate predictive insights and recommendations. A retargeting score can help the company prioritize and target customers who have a high probability of buying again.

* Option B is incorrect because using SMS as a channel due to its significantly higher engagement rate as compared to email is not a valid recommendation to improve the success of the automated campaign.

SMS may have a higher engagement rate than email, but it also has a higher cost and a lower personalization potential. SMS should be used sparingly and strategically for time-sensitive or urgent messages, not for general re-engagement campaigns.

* Option C is incorrect because generating personalized coupon codes in B2C Commerce and sending them through Marketing Cloud to be able to effectively track impact of campaigns is not a valid recommendation to improve the success of the automated campaign. Personalized coupon codes may increase conversions and loyalty, but they also reduce margins and profitability. Coupon codes should be used selectively and carefully for customers who have a high lifetime value or a high retargeting score, not for all customers who made purchases in the last 24 months.

References:

* [Get Started with B2C Solution Architect Cert Prep - Trailhead]

* [Certification - B2C Solution Architect - Trailhead]

* B2C Solution Architect Certification Guide | Salesforce Ben

NEW QUESTION # 109

Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designing the flows between systems to send password resets via email when a new account is created in B2C Commerce or the email address is updated.

Considering NTO also uses Service Cloud and Marketing Cloud, which feature should a Solution Architect suggest to optimize the end-customer experience while also ensuring that tracking is visible to service agents?

- A. Commerce Cloud Email Service
- B. Service Cloud Email Service
- C. Marketing Cloud Triggered Send
- D. Marketing Cloud Journey Event

Answer: C

Explanation:

* C is correct because Marketing Cloud Triggered Send is a feature that allows sending personalized emails based on events or actions in another system, such as B2C Commerce. Triggered Send can be used to send password reset emails when a new account is created or the email address is updated in B2C Commerce. Triggered Send also tracks email open and forward count in Marketing Cloud. To disable the coupon code after a single use, B2C Commerce can use coupon code restrictions based on redemption count.

* A is incorrect because Service Cloud Email Service is a feature that allows receiving and processing inbound emails from customers in Service Cloud. It is not used to send password reset emails or track email open and forward count.

* B is incorrect because Marketing Cloud Journey Event is a feature that allows triggering journeys based on events or actions in another system, such as B2C Commerce. Journey Event can be used to send password reset emails, but it is more suitable for complex or multi-step customer interactions, such as welcome series or re-engagement campaigns. Triggered Send is more efficient and simpler for single-step interactions, such as password reset.

* D is incorrect because Commerce Cloud Email Service is a feature that allows sending transactional emails from B2C Commerce, such as order confirmation or shipping notification. It is not used to send password reset emails or track email open and forward count.

References:

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

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

* : https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/coupons/b2c_coupon_code_restrictions.html

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

* : <https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/EmailService.html>

NEW QUESTION # 110

Northern Trail Outfitters (NTO) wants to integrate its product information management (PIM) system with B2C Commerce so shopping experiences can be relevant, personalized, and seamless across channels. They need the ability to search for product deltas in the PIM system and reflect those changes in B2C Commerce on a scheduled basis. The Solution Architect recommends using MuleSoft Accelerator for B2C Commerce for this integration.

Which two benefits should the Solution Architect highlight about API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce?

Choose 2 answers

- A. It enables self-service and an increase in productivity through reusable microservices and APIs.
- B. It lets the business quickly integrate different systems without involving IT.
- C. It offers a template-driven approach for development.
- D. It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs.

Answer: A,D

Explanation:

API-led connectivity is a method of connecting data to applications through reusable and purposeful APIs.

MuleSoft Accelerator for Salesforce B2C Commerce Cloud is a solution that uses API-led connectivity to integrate B2C Commerce with other systems such as PIM, ERP, or Service Cloud. The benefits of API-led connectivity while implementing the MuleSoft accelerator for B2C Commerce are:

* It enables self-service and an increase in productivity through reusable microservices and APIs. API-led connectivity allows developers to create modular and reusable microservices and APIs that can be easily discovered, accessed, and composed by other developers or business users. This reduces duplication of effort, increases agility, and accelerates time to market.

* It enforces a distributed approach and allows for the creation of Experience APIs, Data APIs, and System APIs. API-led connectivity follows a distributed approach that decouples data sources from data consumers, enabling greater scalability, flexibility, and security. It also allows for the creation of three layers of APIs: Experience APIs that tailor data to specific channels or devices, Data APIs that orchestrate data from multiple sources, and System APIs that connect to core systems of record.

Option B is incorrect because API-led connectivity does not let the business quickly integrate different systems without involving IT. It requires IT to design, build, and manage the APIs that enable integration.

Option C is incorrect because API-led connectivity does not offer a template-driven approach for development. It offers a methodology and a framework for developing APIs based on best practices.

References:

* <https://www.mulesoft.com/resources/api/what-is-api-led-connectivity>

* <https://www.mulesoft.com/exchange/org.mule.examples/mulesoft-accelerator-for-salesforce-b2c-commerce-cloud/>

NEW QUESTION # 111

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