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Salesforce Certified B2C Solution Architect Sample Questions (Q116-Q121):

NEW QUESTION # 116

A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.

On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.

Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review? Choose 2 answers

- A. Create a custom Open Commerce API (OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.
- B. Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.
- C. Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support a custom experience.
- D. Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.

Answer: B,D

Explanation:

C: Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector. References:

<https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OCAPI/current/usage/Hooks.html>

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

NEW QUESTION # 117

A retail company uses B2C Commerce and Marketing Cloud to enable cross-cloud communication on behalf of its customers. As part of the newsletter signup journey, the company would like to send a coupon code to each customer 3 days after registration. Once the coupon code has been redeemed, the company would like to alter the customer's journey to stop reminder emails.

Which two configuration steps should a Solution Architect take to ensure the customer's journey is updated after the coupon code is used? Choose 2 answers

- A. After purchase, use the B2C Commerce service definition to send redemption data to Marketing Cloud.
- B. Create a service definition in B2C Commerce that points to Marketing Cloud's SOAP API.
- C. After purchase, use Marketing Cloud to request coupon redemption details from the B2C Commerce service definition.
- D. Create a service definition in B2C Commerce that points to Marketing Cloud's REST API.

Answer: A,D

Explanation:

A: A service definition in B2C Commerce is a configuration that defines how B2C Commerce communicates with an external system, such as Marketing Cloud. By creating a service definition that points to Marketing Cloud's REST API, the company can enable B2C Commerce to call Marketing Cloud's endpoints for various purposes, such as triggering journeys or updating contact data. D. After purchase, the company can use the B2C Commerce service definition to send redemption data to Marketing Cloud using the REST API. This data can include the coupon code, the journey ID, and the contact key. Marketing Cloud can use this data to update the contact's journey status and stop sending reminder emails.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>

<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>

NEW QUESTION # 118

A merchant using B2C Commerce and Service Cloud has a requirement for service agents to order products on behalf of shoppers. In the envisioned scenario, a shopper contacts the service center with an order request, the agent uses the Service Console to find the shopper's account, and initiate an order on behalf of the shopper using payment information provided by the shopper. The merchant is considering the B2C Commerce - Service Cloud Connector for this implementation.

Which three considerations should a Solution Architect keep in mind prior to implementation? Choose 3 answers

- A. The Service Cloud Connector only supports Person Accounts as a customer model.
- B. B2C Commerce needs to be registered as a remote site.
- C. Guests or anonymous storefront shoppers are not supported in this scenario.
- D. Service agents need a corresponding storefront login mapped to their Service Cloud user record.
- E. The Service Cloud Connector only supports contacts as a customer model.

Answer: A,C,D

Explanation:

The B2C Commerce - Service Cloud Connector is a solution that enables integration between B2C Commerce and Service Cloud. It allows displaying customer and order information in Service Cloud, creating orders on behalf of customers, and synchronizing customer data between the two systems. Prior to implementation, a Solution Architect should keep in mind the following considerations:

Guests or anonymous storefront shoppers are not supported in this scenario. The Service Cloud Connector requires a customer account to be created in B2C Commerce and Service Cloud for each shopper. Guests or anonymous shoppers who do not have an account cannot be supported by the Service Cloud Connector. Therefore, the Solution Architect should ensure that the B2C Commerce storefront requires or encourages shoppers to create an account before placing an order.

Service agents need a corresponding storefront login mapped to their Service Cloud user record. The Service Cloud Connector requires a mapping between the service agent's user record in Service Cloud and the customer's account record in B2C Commerce. This mapping allows the service agent to access customer and order information from B2C Commerce and create orders on behalf of the customer using the storefront login. Therefore, the Solution Architect should ensure that the service agent's user record has a field that stores the corresponding storefront login of the customer.

The Service Cloud Connector only supports Person Accounts as a customer model. Person Accounts are a type of account in Salesforce that combines an account and a contact into a single record. The Service Cloud Connector requires Person Accounts to store customer information from B2C Commerce. Therefore, the Solution Architect should ensure that Person Accounts are enabled and configured in Service Cloud before implementing the Service Cloud Connector.

Option B is incorrect because B2C Commerce does not need to be registered as a remote site for the Service Cloud Connector to work. A remote site is a web service or domain that Salesforce can access from Apex code or Visualforce pages. The Service Cloud Connector does not use Apex code or Visualforce pages to access B2C Commerce, but rather uses REST APIs and OAuth 2.0 authentication. Reference:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5

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

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

NEW QUESTION # 119

A customer service team raised a new business requirement that requires a multi-cloud solution design between B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect has been hired to lead the design of the multi-cloud solution.

Which two actions should the Solution Architect take to accurately capture requirements and deliver the solution overview?

Choose 2 answers

- A. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team
- B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.
- C. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.
- D. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.

Answer: B,D

Explanation:

A is correct because including functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function, is a best practice for capturing requirements and ensuring alignment across different stakeholders1.

B is correct because conducting discovery workshops and presenting the solution back to the design authority or executive stakeholders is a best practice for validating the solution and obtaining feedback and approval1.

C is incorrect because conducting discovery workshops to create a user acceptance testing document is not the purpose of discovery workshops. User acceptance testing documents are created after the solution design is finalized and approved2.

D is incorrect because including the customer service team to provide detailed user stories prior to the discovery workshops is not necessary. User stories are created during the discovery workshops based on the business requirements and pain points identified by the stakeholders1.

Reference:

1: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-discovery-workshops>

2: <https://trailhead.salesforce.com/content/learn/modules/om-salesforce-order-management/om-user-acceptance-testing>

NEW QUESTION # 120

A financial services company wants to implement Service Cloud and Marketing Cloud. A number of profile attributes required for personalization in Marketing Cloud were identified as personally identifiable information (PII) and are too sensitive to be stored in Salesforce.

Tokenized Sending was presented as a way to address these concerns.

Which two implications should a Solution Architect consider if Marketing Cloud Connect is to be used for cloud integration?

Choose 2 answers

- A. The standard email address field for contacts and leads needs to be populated with a token
- B. The token with all supporting attributes will need to be stored in Service Cloud
- C. All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
- D. The synchronized data extensions will include the token and all PII attributes

Answer: C,D

NEW QUESTION # 121

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