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Salesforce B2C-Solution-Architect Certification is designed for architects who have a deep understanding of the Salesforce Commerce Cloud platform and its capabilities. Salesforce Certified B2C Solution Architect certification validates the skills and knowledge required to design and implement complex solutions that meet the needs of B2C customers. The Salesforce Certified B2C Solution Architect exam is a comprehensive assessment of an architect's ability to design, implement, and manage B2C solutions using Salesforce Commerce Cloud.

Salesforce Certified B2C Solution Architect Sample Questions (Q55-Q60):

NEW QUESTION # 55

A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.

In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?

Choose 3 answers

- A. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- B. Use Service Cloud to text all registered customers when any product comes back in stock.
- C. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- D. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order.
- E. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

Answer: A,D,E

Explanation:

A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A real-time inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways:

Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling real-time inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This can help prevent shoppers from adding out-of-stock items to their cart or placing orders that cannot be fulfilled.

Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction.

Call real-time inventory services on product and cart pages to confirm that inventory has not changed. By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate inventory information.

Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling.

NEW QUESTION # 56

An ecommerce company has one Primary Instance Group with three instances and one Secondary Instance Group with five sandboxes.

They are expanding and adding people in multiple locations to manage the storefront. They would like additional sandboxes to support their expansion efforts into new markets with new templates, scripts, and controllers.

Which approach should a Solution Architect recommend?

- A. Add new sandboxes to the Secondary Instance Group for the current realm
- B. Add a Tertiary Instance Group to add sandboxes to the existing realm
- C. Add new instances to the Primary Instance Group for new sandboxes in each realm
- D. Add a new realm for each new market to get additional sandboxes for each realm

Answer: A

Explanation:

The Secondary Instance Group is used for sandboxes in B2C Commerce. Adding new sandboxes to this group does not require creating a new realm or adding instances to the Primary Instance Group, which is used for production and staging instances.

Reference: <https://developer.salesforce.com/docs/commerce/b2c-commerce/guide/b2c-developer-sandboxes.html>

NEW QUESTION # 57

A company uses PersonAccounts to store customer information in Sales Cloud and now wants to map its customer records in Marketing Cloud.

What should a Solution Architect recommend?

- A. Sync Account object using PersonSubscriberId to access the Contact.
- B. Sync Contact object using PersonAccountId to access the Account.
- C. Sync Contact object using PersonSubscriberId to access the Account.
- D. Sync Account object using PersonContactId to access the Contact.

Answer: A

Explanation:

PersonAccounts are a special type of accounts that combine the properties of accounts and contacts. To sync PersonAccounts with Marketing Cloud, the Account object must be used and the PersonSubscriberId field must be mapped to the Marketing Cloud Contact Key. This field contains the ID of the contact record associated with the PersonAccount. References:

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

NEW QUESTION # 58

A company uses PersonAccounts to store customer information in Sales Cloud and now wants to map its customer records in Marketing Cloud.

What should a Solution Architect recommend?

- A. Sync Account object using PersonSubscriberId to access the Contact.
- B. Sync Contact object using PersonAccountId to access the Account.
- C. Sync Contact object using PersonSubscriberId to access the Account.
- D. Sync Account object using PersonContactId to access the Contact.

Answer: A

Explanation:

PersonAccounts are a special type of accounts that combine the properties of accounts and contacts. To sync PersonAccounts with Marketing Cloud, the Account object must be used and the PersonSubscriberId field must be mapped to the Marketing Cloud Contact Key. This field contains the ID of the contact record associated with the PersonAccount. Reference:

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

NEW QUESTION # 59

A company contracted with a Salesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers

- A. Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.
- B. Design the annotated wireframes of the current user interface and finalize the future state data architectures.
- C. Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.
- D. Ask the company to describe system integrations and primary source of records to support business requirements.
- E. Thank the company for providing solution specifications and deliver those to the technical team.

Answer: A,C,D

Explanation:

These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations. References: <https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process>

NEW QUESTION # 60

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