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## Salesforce Certified B2B Solution Architect Exam Sample Questions (Q20-Q25):

### NEW QUESTION # 20

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

Explanation:

This answer shows how the chatbot can leverage Knowledge articles to provide relevant and helpful information to customers without requiring them to contact a live agent. This can improve customer satisfaction and reduce service costs.

[https://trailhead.salesforce.com/content/learn/modules/service\\_bots\\_basics/learn-about-einstein-bots](https://trailhead.salesforce.com/content/learn/modules/service_bots_basics/learn-about-einstein-bots)

#### NEW QUESTION # 21

AW Computing (AWC) has just completed a multi-cloud implementation for Salesforce and is facing major user adoption challenges. Users are complaining that the system is complicated and hard to navigate.

What can the Center of Excellence (CoE) for Salesforce do to help increase user adoption?

- A. Ensure each team has a Salesforce champion that can provide one-on-one training.
- B. Record hour-long pieces of training for each job role so users can review on their own time.
- **C. Break down training materials into quick reference guides for job-specific functions.**
- D. Place all training materials on the home page so users can find them easily.

**Answer: C**

Explanation:

To increase user adoption when users find the system complicated, breaking down training materials into quick reference guides for specific job functions can be very effective. This makes the learning process more manageable and relevant to users' daily tasks. Salesforce's own training approach often includes such job-specific materials, recognizing that targeted, role-based guidance can improve user competence and confidence.

#### NEW QUESTION # 22

Universal Containers (UC) acquired two companies. As part of its transformation and consolidation program, UC needs to bring all of its disparate partner strategies together and see what can be combined across all of its indirect sales channels. Each company currently has its own Salesforce environment utilizing Sales Cloud and Experience Cloud for Partners. Each company also follows its own unique business processes for partners.

However, UC has recently developed a new vision and journey focused on a single indirect channel with a single Salesforce environment aligned to its corporate strategy.

Given UC's new journey for engaging its indirect channel, what are the next two steps the Solution Architect should recommend?

Choose 2 answers

- **A. Create an adoption plan for the Direct Sales team to engage with the Indirect Sales team in a sell-with model within the new Partner Communities.**
- B. Tell the stakeholders to focus on having a single Partner Community across all channels with a singular branding.
- **C. Completely unify all the channel strategies under the acquiring company's brand and strategy.**
- D. Identify the need for multiple Partner Communities by Indirect Sales Channel with branding and content specific to each channel.

**Answer: A,C**

#### NEW QUESTION # 23

Universal Containers (UC) is a global organisation that wants to establish a 628 Commerce site to meet changing customer expectations and expand into new markets. These expectations include being able to self-serve 24x7 and get automated updates on orders. There are existing sales channels used at UC. Including a standard Sales team as well as a partner sales channel.

The sales leader met with a Solution Architect and shared that they want to grow their digital capabilities over the next 2 years. Time is of the essence and the sales leader needs to have the ecommerce solution in place as soon as possible to capture market share in new geographies before other competitors move in. The executive team has promised prompt access to key stakeholders as needed.

What is the appropriate next step for the Solution Architect?

- A. Propose a set of high-level design options with architecture diagrams depicting the potential elements of a solution that would meet the needs of the enterprise, including pros and cons to help the stakeholders make final decisions.
- B. Propose the introduction of B2B Commerce and CPQ to address the key areas of need such as global commerce,

complex pricing, quoting and discounting needs; highlight the key features and the alignment of the features to the needs outlined.

- C. Recommend discovery meetings with additional stakeholders to gather information on the functional and technical requirement across the sales and other functional areas, then provide a recommendation based on information gathered to deliver an MVP.
- D. Recommend an iterative rollout strategy for one of the new geographies where B2B Commerce is first rolled out to secure first mover status, while the Solution Architect gathers more requirements around other capabilities and requirements, and then roll those out over subsequent phases.

**Answer: D**

#### NEW QUESTION # 24

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- C. 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.
- D. Demo how the chatbot can utilize Knowledge within it to deflect customer issues before a case is created.

**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 # 25

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