Salesforce B2C Solution Architect

1. A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.
What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?
Choose 2 answers

- [ ] A. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.

- [ ] B. The subscriber in Marketing Cloud does not have a preferred locale set.

- [ ] C. The locale is not set correctly in the body of the email template.

- [ ] D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Answer(s): C D

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2. A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.
Which two steps should a Solution Architect take to meet these requirements?
Choose 2 answers

- [ ] A. Create a Journey activity to update the records in Sales Cloud.

- [ ] B. Create a custom preference center that updates the records in Sales Cloud.

- [ ] C. Use the out-of-the-box preference center in Marketing Cloud.

Answer(s): C D

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3. Northern Trail Outfitters (NTO) wants to consolidate various legacy commerce platforms into one centrally-managed platform on B2C Commerce. The IT department has been working extensively with web frameworks (such as React and Angular) in recent years and wants to leverage the benefits of B2C Commerce, but maintain the flexibility of the user experience using headless commerce.

Which three considerations, beyond user experience, should a Solution Architect consider before confirming a headless approach?

Choose 3 answers

A. Additional infrastructure (for example Heroku servers) may be required to host the application

B. Features that are available by default in the Storefront Reference Architecture (SFRA) app will need to be custom built in custom frameworks

C. Developers will still be required to use the Commerce SDK for security purposes

D. Available Service, Marketing, and LINK accelerators may not work without modifications when using a headless approach

E. Developers familiar with the web frameworks (React, Angular) will be familiar with the framework used by B2C Commerce

Answer(s): B D E

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4. 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. Guests or anonymous storefront shoppers are not supported in this scenario.

B. B2C Commerce needs to be registered as a remote site.

C. Service agents need a corresponding storefront login mapped to their Service Cloud user record.

D. The Service Cloud Connector only supports Person Accounts as a customer model.

E. The Service Cloud Connector only supports contacts as a customer model.

Answer(s): C D

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5. A company wants to Implement B2C Commerce and Service Cloud and connect the systems with their existing Instance of Marketing Cloud.
Which two tactics should a Solution Architect recommend to model a customer across all three systems? Choose 2 answers

A. Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.

B. Use Customer 360 Data Manager to assign the Global Party ID and use it as a primary key across all systems including the new Subscriber ID in Marketing Cloud.

C. Using Service Cloud as a central point hold unique identifiers from all systems including the Service Cloud Contact or Person Account ID and B2C Commerce CustomerNo and Customer ID

D. Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.

Answer(s): A C

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6. A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the 'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the 'Order on Behalf of flow?

A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.

B. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.

C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.

D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Answer(s): C

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7. A company is seeing an increased volume of customers browsing for higher-value items, as well as longer consideration times before customers place orders based on what is in their shopping carts.
What are two tactics that a Solution Architect could recommend to increase checkouts and decrease the time from adding items to completing a checkout?
Choose 2 answers

A. Enable customer service agents to enroll customers in an Abandoned Cart Journey in Marketing Cloud if an interaction does not result in the processing of an order.

B. Enable customer service agents to update and complete a cart transaction on behalf of the customer.

C. When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.

D. Monitor the cart items and time since it has been active in B2C Commerce and send a reminder and checkout incentive 18 hours after the cart was last modified.

Answer(s): B C

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8. A company plans to build a new B2C Commerce storefront for a popular segment of products that generate high-volume sales. Their team is evaluating whether B2C Commerce is the right platform to build this storefront, and they are specifically concerned about how quotas and limits

directly impact the efficiency and stability of solutions built on the platform.

Which two considerations should a Solution Architect keep in mind when considering B2C Commerce Governance and Quotas?

Choose 2 answers

A. Object quotas status is updated with an up to 20-minute delay. Therefore, a Solution Architect must consider this delay when performing calculations related to traffic and limits.

B. For sandbox instances, quotas can be softened by exporting them from a production instance and importing them onto a sandbox instance. This approach lets Solution Architects match the development environment to the production environment.

C. Unless a site :s experiencing performance issues, the Solution Architect car assume that quota violations have not occurred.

D. If an enforced quota is exceeded, an exception is thrown, which prevents the current operation from completing. The Solution Architect should design the solution so that the exception can be caught within a customization.

Answer(s): A D

9. 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.

10. 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. Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder

B. Use SMS as a channel due to its significantly higher engagement rate as compared to email

C. Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns

D. Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months

11. An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically route to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

A. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.

B. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to teams. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.

C. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level.

D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.

Answer(s): B C

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12. A company wants to send a coupon code to VIP customers who have abandoned their cart. The company also wants to track email open and forward count, as well as disable the coupon code after a single use.

Which set of platforms and native services should a Solution Architect recommend to satisfy these requirements?

A. Service Cloud for customer segmentation; third-party service for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.

B. Marketing Cloud for customer segmentation; B2C Commerce for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Marketing Cloud to track email opens and forwards.

C. B2C Commerce for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce and Marketing Cloud functionalities to send abandoned cart emails; Service Cloud to track email opens and forwards.

D. Marketing Cloud for customer segmentation; Service Cloud for creation of coupon codes; B2C Commerce to send abandoned cart emails; Tableau CRM to track email opens and forwards.

Answer(s): B

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13. A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and is seeking an order management solution. They process 2,000 orders per hour across their brands. The company has one B2C Commerce realm, two Salesforce core orgs, and two Marketing Cloud business units. The company is choosing between these three options for an order management tool:

· Build an order management solution in B2C Commerce using order management APIs

· Purchase Salesforce Order Management

· Build a custom order management solution using their own development team

Which three statements should a Solution Architect use to support using the Salesforce Order Management solution?

Choose 3 answers

A. Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.

B. B2C Commerce order management does not support complex or advanced use cases.

C. The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.

D. Salesforce Order Management is a productized connector solution between B2C Commerce and Service Cloud; orders will be synchronized from the client B2C Commerce realm to multiple Salesforce Orgs without the need for customization.

E. Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.

Answer(s): B C D

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14. 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. Include functional subject matter experts and technical resources across multiple discovery workshops, grouped by business function to ensure all requirements are captured.

B. Conduct discovery workshops and upon completion present the solution back to the design authority or executive stakeholders to validate the solution.

C. Conduct discovery workshops to create a user acceptance testing document and invite business owners, each cloud technical architect, and implementation development team.

Answer(s): A C

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15. Northern Trail Outfitters (NTO) wants to use Marketing Cloud to implement an Abandoned Cart Solution Workflow so that personalized messages are sent to shoppers who add items to their cart but abandon the B2C Commerce storefront.
Which two options should a Solution Architect recommended to meet this requirement? Choose 2 answers

A. Configure streaming updates for catalog importing, implement the Collect Tracking Code, and leverage Journey Builder to trigger an abandoned cart message.

B. Configure B2C Commerce catalog, product, order, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

C. Configure streaming updates for catalog importing, implement Google Analytics tracking, and leverage Journey Builder to trigger an abandoned cart message.

D. Configure B2C Commerce catalog, product, inventory, and customer data feeds; implement Marketing Cloud collect.js and trigger an abandoned cart message through Journey Builder.

Answer(s): B C

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16. A company has B2C Commerce and Marketing Cloud. The Marketing team wants to match up the purchasing data from B2C Commerce to the Marketing Cloud subscriber data.
Which two objects from B2C Commerce should a Solution Architect map to Marketing Cloud in order to meet the company's needs?
Choose 2 answers

A. Contact

B. Orders

C. Customer

D. Profile

Answer(s): B

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17. A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes. Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to Individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content tor product ratings and discussions. In addition, branding Is uniquely defined In each country so the company would like to combine ecommerce with existing content management systems.
What strategy should a Solution Architect recommend to solve these needs?

A. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.

B. Headless BZC Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.

C. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.

D. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Answer(s): D

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18. 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 synchronized data extensions will include the token and all PII attributes

Answer(s): A B

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19. An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.
Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?
Choose 2 answers

A. In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.

B. The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.

C. The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.

D. The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

Answer(s): B

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20. A company needs to have specific fields encrypted in the user interface on the contact record in Service Cloud as well as on some fields in data extensions that exist only in the Marketing Cloud. The merchant believes that Salesforce Shield Encryption is a suitable solution.
Which two considerations are relevant for the merchant when determining an appropriate solution?
Choose 2 answers

A. With Shield, encrypted fields are not visible to the user, but there are no other feature impacts.

B. With Shield, encrypted fields cannot be used to filter or sort in Process Builder and Flow Builder.

C. Field-Level Encryption is also required on Marketing Cloud to encrypt the custom fields.

D. Shield encryption can be done on any standard or custom field on all field types, but cannot be set to encrypt those fields in Marketing Cloud.

Answer(s): B D