Salesforce

Exam Questions B2C-Solution-Architect

Salesforce Certified B2C Solution Architect (WI21)

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NEW QUESTION 1
An insurance company needs the ability to relate contacts to their workplace to track which services are paid by the employee benefits. Contacts receive emails to notify them of new policy offerings. Agents also need to relate adults in the same household who share access to financial resources and policy information to sign themup for the right policies. Adjusters need the ability to see and respond to claims from anyone in the household. Independent agents need daily access to customer data as well. Customers also need periodic access to claims and policy information for theirhousehold. The company also wants to track what data searches are performed by agents and adjusters on the platform to analyze their work.
Which products should a Solution Architect recommend in addition to Insurance for Financial Services and Experience Cloud to meet these needs?

A. Shield and Event Monitoring Analytics App, Pardot
B. Digital Engagement, Shield with Splunk, Social Engagement Studio
C. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
D. Salesforce Field Service, ShieldEncryption at res
E. Digital Engagement

Answer: A

NEW QUESTION 2
A company is In the process of defining the authoritative system for key data entitles Involved In B2C journeys. The company has about 200.000customers, each averaging 30 orders per year.
Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?
Choose 2 answers

A. B2C Commerce
B. Service Cloud
C. Experience Cloud
D. Marketing Cloud

Answer: BD

NEW QUESTION 3
A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of thecustomer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer 360 Data Manager could help them solve their problem.
How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

A. Customer 360 Data Manager can be used to recognize customers as humans and extend existing records related to that human across connected systems with a consistent Global Party ID.
B. Customer 360 Data Manager can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.
C. Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
D. When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

Answer: A

NEW QUESTION 4
Northern Trail Outfitters (NTO) has an ERP application where all customer orders are stored. There are millions of older records stored in the ERP application and some customersmay have thousands of individual orders. Additionally, some orders contain personally identifiable information (PII) that, due to company policy, can only be stored in ERP. NTO would like the five most recent orders displayed on the account page in Salesforce.
What are three justifications for using Salesforce Connect in this solution? Choose 3 answers

A. Accessing external data using workflows and triggers B Need access to all external data in near real-time
B. Integrating external data without writing custom code
C. The external data is changing frequently
D. Need real-time access to a small fraction of external data

Answer: BCD

NEW QUESTION 5
An organization uses B2C Commerce to capture order details but needs to process the order in an ERP system. They want B2C Commerce to send a message to the ERP system with the order details after they have been entered, then wait for the order to be processed, and then receive a reply from the ERP system with the order number and status.
Which integration pattern should a Solution Architect use to meet this requirement?

A. Asynchronous Call-Out
B. Request and Reply
C. Batch Data Synchronization
D. Publish / Subscribe

Answer: B

NEW QUESTION 6
A company is beginning a multi-cloud implementation involving B2C Commerce and Service Cloud.The company wants to trace configuration and code changes

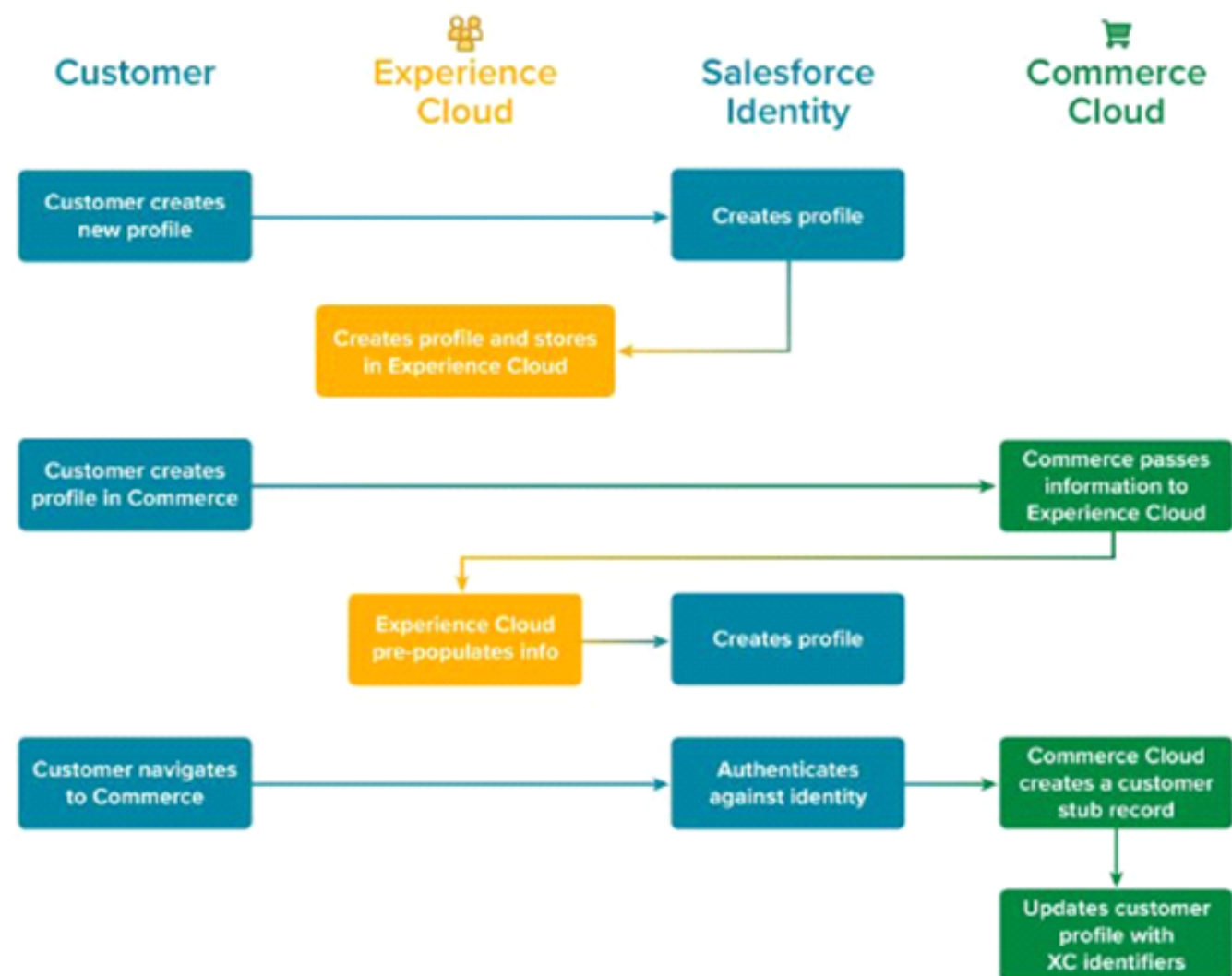as much as possible and ensure basic standards for code quality.
Which three options should a Solution Architect recommend to help the company with this goal? Choose 3 answers

A. GIT Repository
B. Static Code Analysis tools
C. CI/CD Pipelines
D. Smoke testing
E. Salesforce DX

Answer: ABC

NEW QUESTION 7
Refer to the exhibit.

Abeauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the
re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.
Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.
Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

A. Salesforce Identity
B. Service Cloud
C. Experience Cloud
D. B2C Commerce

Answer: D

NEW QUESTION 8
A company had strongnew-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 inB2C 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

Answer: AB

NEW QUESTION 9
A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.
The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certainthreshold.
What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers

A. Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud

B. Engagement history from the lead record will be natively available for contact record in Marketing Cloud
C. Leads are unique contact records in Marketing Cloud
D. Leads can have detrimental impact on quality of contact records in Sales Cloud

Answer: AD

NEW QUESTION 10
An organization chosea multi-cloud solution that Is comprised of Service Cloud and B2C Commerce. The organization now wants to ensure that the theme of Its self-service portal Is consistent with the theme of its B2C Commerce storefront.
How should a Solution Architect ensurethat this requirement Is met?

A. Set the value of the Style Sheet URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
B. Set the value of the Portal Theme URL setting to match the publicly-accessible URL of the style sheet the organization wants to use.
C. Copy any relevant .ess code from the organization's website and paste it into the pages for the self-service portal in Page Builder.
D. Make a copy of the appropriate .ess file from the organization's webserver and upload it to the self-service portal.

Answer: D

NEW QUESTION 10
A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.
Which two recommendations should a Solution Architect make as part of the solution? Choose 2 answers

A. SMS opt-in will sync with Service Cloudwhen contact ID is the subscriber key in Marketing Cloud
B. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center
C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used
D. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used

Answer: AD

NEW QUESTION 14
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. Theorganization 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 areattributed a tier level.
B. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloudso that they can be used to inform how cases arerouted to team
C. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.
D. 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 customersubmitting the case and the availability of agents supporting each tier level.
E. 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 routingfeature and synchronized back to B2C Commerce and Marketing Cloud.

Answer: BC

NEW QUESTION 16
A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.
Their B2CCommerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.
Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

A. Use a separate Marketing Cloud tenant for each site
B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
C. Use a single Marketing Cloud tenant and map business units toeach site irrespective of the realm
D. Use a single Marketing cloud tenant and map business units to each realm

Answer: C

NEW QUESTION 17
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 B2CCommerce to be held for reference.

Answer: AC

NEW QUESTION 18

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 butabandon 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 forcatalog 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 throughJourney Builder.

Answer: BC

NEW QUESTION 19
A company is implementing a multi-locale solution that includesB2C 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: CD

NEW QUESTION 21
A company uses Service Cloud and B2C Commerce and now wants to enable the 'Order on Behalf of functionality on its storefront. The customers using the storefrontare Person and Household accounts.
Which three design and architecture considerations should a Solution Architect follow to ensure that the 'Order on Behalf of functionality works well for all the designated storefront customers?
Choose 3 answers

A. Verify that the permissions used are Login_On_Behalf, Login_Agent, and Create_Order_On_Behalf_Of business manager functional permissions.
B. The Order on Behalf of feature in the Service to B2C Commerce Connector only supports person accounts as a customer model by default.
C. Default user is required for anonymous storefront shoppers.
D. The REST calls between B2C Commerce and Service Cloud do not count towards API governor limits.
E. Verify that agents are Service Cloud and B2C Commerce users with Order on Behalf rights.

Answer: BDE

NEW QUESTION 22
An organization wants toadd 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 collectionof Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

Answer: B

NEW QUESTION 25
A company actively uses CI/CO processesfor their Service Cloud implementation and is adding Marketing Cloud and Marketing Cloud Connect to their architecture. Under the current setup each developer has their own developer sandbox for development. Developers merge their changes into a sandbox for QA regularly, then once every week changes are moved to staging, and from staging to production instances.
Which set up should a Solution Architect propose to support this development approach considering costs and data segregation?

A. Set up one Marketing Cloud instance with a business unit for production and one business unit for testing that is connected to all Developer sandboxes
B. Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
C. Set up one Marketing Cloud instance for each sandbox in Service Cloud
D. Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

Answer: C

NEW QUESTION 29
Northern Trail Outfitters (NTO) wants to unify customer data with a single identity for each customer across their ecommerce sites and their communities. Communities are treated as an identity provider (IDP) for commerce. The communities also allow self-service support for products via knowledge articles and crowd-sourced Knowledge and Chatter.
For which customer data should Experience Cloud be the system ofrecord?

A. Authentication credentials

B. Address book
C. Wishlist
D. Payment information

Answer: A

NEW QUESTION 30
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 providedby 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 storefrontshoppers 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: CD

NEW QUESTION 34
Northern Trail Outfitters (NTO) hosts a customer care portalusing Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on togged cases. NTO has decided that the connectors provided by Salesforce are not flexible enough for their needs, so they would like to explore a programmatic approach for doing so.
Which two considerations should a Solution Architect point out to NTO as it moves forward to integrate the Service Cloud portal with Marketing Cloud for customer interaction? Choose2 answers

A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
B. The Marketing REST API calls are asynchronous, with timeout values of 120 for non-tracking operations and 300 seconds for tracking and data retrieve operations.
C. TheMarketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Answer: AC

NEW QUESTION 38
A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company isconcerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.
Which three activities does the Solution Architect need to complete in order to meet the company's requirements?
Choose 3answers

A. Enable SSO on both Service Cloud and Marketing Cloud.
B. Define which system is acting as an identity provider (IDP).
C. Configure Marketing Cloud Connect,
D. Enable Active Directory Federation Services (ADFS) and Salesforce Event Monitoring on the identity provider (IDP).
E. Enable MFA on the identity provider (IDP).

Answer: ACE

NEW QUESTION 39
A company is using both Service Cloud and B2C Commerce but they are not using Mulesoft or any other integration middleware and do not plan on adding that in the near future. However,there is a need to keep customer records in sync across both Service Cloud and B2C Commerce. When a change to the customer record in Service Cloud takes place, such as an updated customer name, the same customer record should be updated in B2C Commerce. Assume that there is a common ID that uniquely identifies the customer across the two systems.
How should a Solution Architect deliver the desired functionality?

A. Send a platform event from Service Cloud and subscribe to the platform event in B2C Commerceusing the built-in functionality
B. Develop a custom solution in Service Cloud to consume and communicate with B2C Commerce APIs
C. Send an Outbound Message from Service Cloud and catch and handle the Outbound Message using the B2C Commerce APIs
D. Use change data capture to send a message from Service Cloud and catch and handle the message using B2C Commerce Service Cloud Connector

Answer: A

NEW QUESTION 44
A multi-brand company uses B2C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across all three products. The company has one B2C Commerce realm serving two storefronts, a Salesforce org, and a Marketing Cloud instance with a single business unit that leverages email address as a subscriber key. None of these Salesforce Clouds are integrated. The company is also interested in integrating with Customer 360 Data Manager.
Which two Marketing Cloud implementation recommendations should a Solution Architect present to the company to adjust their architecture to adhere to Salesforce multi-cloudintegration best practices?
Choose 2 answers

A. Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
B. Marketing Cloud should implement a second businessunit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
C. Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloudarchitecture best practices.

D. B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via thestorefront.

Answer: CD

NEW QUESTION 47
Northern Trail Outfitters (NTO) is at the beginning of an implementation of B2C Commerce and is now discussing the communication flow. They are designingthe 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. Service Cloud Email Service
B. Marketing Cloud Journey Event
C. Marketing Cloud Triggered Send
D. Commerce Cloud Email Service

Answer: C

NEW QUESTION 49
A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.
Which system creates the customer IDand which system creates an additional ID to use as the customer primary record?

A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.
B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.
C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.
D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Answer: B

NEW QUESTION 50
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