Free Questions for B2C-Solution-Architect

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Question 1

An organization wants to avoid sending post-purchase review emails until a customer has had a chance to receive and try out their order. The typical shipping duration is around 3 days, but the organization is unsure about how long it takes a customer to try the product once it has been delivered.

What should the company do to leverage its Salesforce product suite and optimize the open rates for its post-purchase emails?

Options:

A- Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

B- Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

C- Use B2C Commerce to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Engagement Split with 1-, 2-, and 3-day Wait activity based on open rate to optimize the additional delay for product testing.

D- Use Salesforce Order Management to add the customer to a Marketing Cloud post-purchase journey when their order ships. Use a Journey Builder Wait activity to delay 3 days for shipping and an Einstein Engagement Split based on open rate to optimize the additional delay for product testing.

Answer:

A

Explanation:

B2C Commerce can trigger a Marketing Cloud post-purchase journey using the Transactional Messaging API. Journey Builder can use a Wait activity to delay the email delivery based on a fixed duration or a date attribute. Einstein Engagement Split can use AI to determine the optimal path for each customer based on their engagement behavior, such as open rate. Reference:

https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api
https://help.salesforce.com/s/articleView?id=sf.mc_jb_wait_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_einstein_engagement_split.htm&type=5

Question 2

Question Type: **MultipleChoice**

A multi-brand company uses 82C Commerce, Service Cloud, and Marketing Cloud and wants to deliver integrated customer experiences across these Salesforce products, The company has one B2C Commerce realm Serving two storefronts, a Salesforce ora, and a

Marketing Cloud Instance. None of these Salesforce Clouds are integrated. The company wants to know which Salesforce products require custom integration for this multi-cloud architecture.

Which two considerations should a Solution Architect provide to answer the company's question?

Choose 2 answers

Options:

A- An integration between Service Cloud and B2C Commerce is not necessary, as these clouds are natively integrated and both products are built on the Salesforce Platform.

B- An integration must be developed between 82C Commerce and Service Cloud to enable the synchronization of customer profiles and unlock REST API access between the two products.

C- An integration must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.

D- An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST APT access from B2C Commerce.

Answer:

B, D

Explanation:

B2C Commerce and Service Cloud are not natively integrated and require custom development to enable data synchronization and API access between them. B2C Commerce and Marketing Cloud also require custom development to enable API access for customer engagement scenarios. Reference: https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_overview.htm&type=5 https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

Question 3

Question Type: **MultipleChoice**

An electronics company operates its website on B2C Commerce. The company recently decided to update its Customer Service portal from a homegrown solution to Service Cloud in order to take advantage of Assisted Order Placement through the 'Order on Behalf of feature in the Service Cloud console.

The company currently has 3 million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

How should a Solution Architect manage the export from B2C Commerce-and import the initial batch of customer records into Service

Cloud in an efficient manner?

Options:

A- Use Business Manager to export and Data Loader to import the 3 million records into Service Cloud.

B- Use the Streaming API to push the 3 million customer records from B2C Commerce to Service Cloud.

C- Use the Salesforce REST API to import the 3 million records into Service Cloud.

D- Use the Commerce Cloud REST API to import the 3 million records into Service Cloud.

Answer:

A

Explanation:

Business Manager is a web-based tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a desktop tool that allows Salesforce administrators to import data in CSV format into Service Cloud. This is an efficient way to migrate a large batch of customer records from one system to another. Reference: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/BusinessManager/BusinessManager.html https://help.salesforce.com/s/articleView?id=sf.data_loader.htm&type=5

Question 4

A company plans to migrate their existing storefront to B2C Commerce as they face a number of performance and scalability issues. They use a custom-built marketing tool for customer engagement that is tightly coupled with the legacy storefront. s

The storefront has roughly 200,000 subscribers in total, 10,000 visitors per day, and an average of 1,000 emails that are sent out every day. They expect a large number of subscribers to use their mobile devices to visit the storefront and place orders. f

What recommendations should a Solution Architect make to re-architect this solution based on the specified requirements?

Options:

A- Build the storefront using the Storefront Reference Architecture (SFRA) and adopt Marketing Cloud for customer engagement.

B- Build the storefront using B2C Commerce SiteGenesis architecture and adopt Pardot for customer engagement.

C- Modify the frontend for the existing legacy storefront to be mobile responsive. Decouple the custom-built marketing tool so it is no longer tightly tied to the storefront.

D- Build the storefront using a headless commerce architecture and adopt Pardot for customer engagement.

Answer:

A

Explanation:

The Storefront Reference Architecture (SFRA) is a modern, mobile-first framework for building B2C Commerce storefronts that are fast, responsive, and scalable. Marketing Cloud is a powerful platform for customer engagement that can integrate with B2C Commerce and provide personalized, cross-channel marketing campaigns. Reference: https://developer.salesforce.com/docs/commerce/sfra/overview/about-sfra https://www.salesforce.com/products/marketing-cloud/overview/

Question 5

Northern Trail Outfitters (NTO) recently implemented the Service Cloud Connector between B2C Commerce and Service Cloud. They released a new feature that allows customers to add their favorite National Park to their profile. After an attempt to help a customer, a

service agent informs the Director of IT that they cannot see or update the new National Park value on the profile in the Service Cloud console.

What should the Solution Architect keep in mind to avoid data exchange issues after implementation?

Options:

A- Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce

Profile to the Service Contact

B- Check the field-level security for nationalParks is set to read only

C- Check that the nationalParks value was added to the Profile Custom Object in B2C Commerce

D- Check that the nationalParks value is defined in the json of the B2C Commerce Customer Data API

Answer:

A

Explanation:

The fieldMapping custom settings in Service Cloud define how the attributes from the Commerce Profile are mapped to the fields on the Service Contact. If the nationalParks attribute was not mapped, then the service agent would not be able to see or update it in the Service Cloud console. Reference:
https://help.salesforce.com/s/articleView?id=sf.b2c_service_cloud_connector_field_mapping.htm&type=5

Question 6

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) wants to bring data from custom objects from its Salesforce Customer Success Platform into the

Marketing Cloud account. NTO aims fora personalization of the customer journey with up-to-date Information and using dynamic

content from multiple sources.

How can a Solution Architect ensure the expected data Is available within the Marketing Cloud?

Options:

A- Utilize Synchronized Data Sources within Marketing Cloud.

B- Implement a custom integration between Marketing Cloud and the Customer Success Platform.

C- Install and configure Distributed Marketing to make content accessible.

D- Use Marketing Cloud Connect to fetch the expected data using APIs at send time.

Answer:

A

Explanation:

Synchronized Data Sources are a feature that allows accessing and integrating data from Sales Cloud or Service Cloud into Marketing Cloud for use in marketing activities. Synchronized Data Sources can help automate the data synchronization process and ensure that data is consistent and up-to-date across different Salesforce platforms. To ensure the expected data is available within Marketing Cloud, a Solution Architect should utilize Synchronized Data Sources within Marketing Cloud.

Question 7

A nonprofit organization uses Experience Cloud for members who would like to set up recurring donations. They integrate with an external payment gateway and want to make sure to offer the utmost security for their members. They also use Pardot for personalized communications, to ensure members have access to the most meaningful content and messages related to their donation history.

Which three options can a Solution Architect recommend to increase security for their existing users?

Choose 3 answers

Options:

A- Implement high-assurance requirements for Experience Cloud profiles.

B- Add a login flow that defines the scope of user access authorized by authentication providers.

C- Replace Pardot with Marketing Cloud to implement SMS for multi-factor authentication.

D- Maintain GAuth tokens for existing Experience Cloud profiles.

E- Develop login flows to change the user's session security level to initiate third-party identity verification.

Answer:

A, B, E

Explanation:

Experience Cloud is a product that allows creating and managing digital experiences for customers, partners, employees, and communities. Experience Cloud can be integrated with external payment gateways and Pardot to offer secure and personalized experiences for members who want to set up recurring donations. To increase security for their existing users, a Solution Architect can recommend the following options:

Implement high-assurance requirements for Experience Cloud profiles. High-assurance requirements are settings that define the level of security and identity verification needed for users to access certain pages or features in Experience Cloud. High-assurance requirements can help prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Add a login flow that defines the scope of user access authorized by authentication providers. A login flow is a process that allows customizing the user login experience in Experience Cloud using various actions, such as collecting information, displaying messages, updating records, etc. A login flow can help define the scope of user access authorized by authentication providers, such as social media accounts or SAML-based identity providers. This can help limit or restrict the access of users based on their authentication method or credentials.

Develop login flows to change the user's session security level to initiate third-party identity verification. A session security level is a setting that determines the level of security and identity verification required for a user's session in Experience Cloud. A session security level can be changed using login flows to initiate third-party identity verification, such as SMS verification, email verification, biometric verification, etc. This can help enhance the security and trust of the user's session and prevent unauthorized or fraudulent access to sensitive or confidential data or transactions, such as recurring donations.

Option C is incorrect because replacing Pardot with Marketing Cloud to implement SMS for multi-factor authentication is not a valid or feasible option to increase security for their existing users. Pardot is a product that allows creating and managing B2B marketing campaigns and activities, such as email marketing, lead generation, lead nurturing, etc. Marketing Cloud is a product that allows creating and managing B2C marketing campaigns and activities, such as email marketing, mobile marketing, social media marketing, etc. Replacing Pardot with Marketing Cloud would not only be costly and complex, but also unnecessary and irrelevant for their use case of setting up recurring donations. Moreover, implementing SMS for multi-factor authentication does not require replacing Pardot with Marketing Cloud, as it can be done using other methods or tools, such as login flows or third-party identity verification services. Option D is incorrect because maintaining GAuth tokens for existing Experience Cloud profiles is not an option or a way to increase security for their existing users. GAuth tokens are tokens that are used by Google Authenticator, an app that generates one-time passwords for two-factor authentication. GAuth tokens are not related to Experience Cloud profiles or their security settings. Reference:

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

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

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

Question 8

Question Type: MultipleChoice

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

Options:

A- Use Service Cloud to text all registered customers when any product comes back in stock.

B- 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.

C- 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.

D- Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.

E- Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

Answer:

B, C, 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

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