

Salesforce.B2C-Solution-Architect.v2022-04-21.q24

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NEW QUESTION: 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?

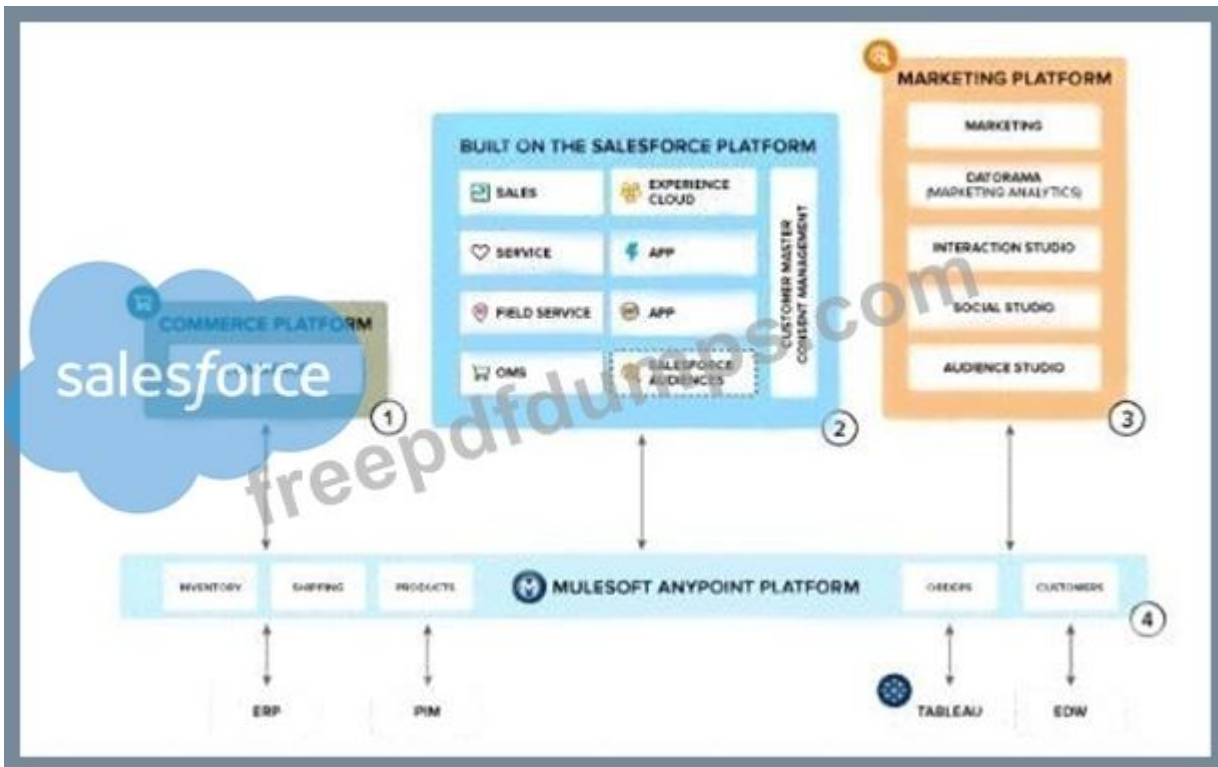
Choose 2 answers

- A.** The locale is not set correctly in the body of the email template.
- B.** The ShippingMethods data extension is missing the label and description field for the corresponding locale.
- C.** The subscriber in Marketing Cloud does not have a preferred locale set.
- D.** The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 2

Refer to the exhibit.



A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.

Which three considerations are important for this scenario? Choose 3 answers

- A. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.
- B. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.
- C. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.
- D. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
- E. The Salesforce Platform can be used for customer master and consent management, or it can integrate with a third-party Master Data Management system.

Answer: B,C,D (LEAVE A REPLY)

NEW QUESTION: 3

Northern Trail Outfitters (NTO) hosts a customer care portal using Service Cloud. The portal uses Marketing Cloud for customer interaction for a number of use cases, including customer sign-up and updates on toggled 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?

Choose 2 answers

- A. NTO can use Marketing Cloud REST API for integrating with Service Cloud.
- B. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.
- C. 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.
- D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

A service organization has a long lifecycle for customers that start as a lead and move through opportunity to active and former customer states. The organization wants to use Sales Cloud and Marketing Cloud as their core customer engagement platforms.

Which two considerations should a Solution Architect keep in mind when setting up this multi-cloud use case?

Choose 2 answers

- A. Ensure that when a lead is converted to a contact that the Lead ID is mapped to a custom field on the Contact to be used as the referenced with the Subscriber ID in Marketing Cloud and avoid duplicate records.
- B. Enable the 'Prevent Duplicates for Lead Conversion' setting when configuring Marketing Cloud Connect to prevent converted contacts from generating a duplicate contact.
- C. Allow both the lead record to generate a contact in Marketing Cloud and the contact record to generate a contact in Marketing Cloud.
- D. Set up the contact object with a specific record type 'Lead' that mimics the standard lead object to prevent the duplicate contact from being created in Marketing Cloud.

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 5

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 of record?

- A. Address book
- B. Wishlist
- C. Payment information
- D. Authentication credentials

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 6

A university is considering using Experience Cloud so its students can interact with advisors who have Service Cloud licenses. The university would like to offer the easiest path for existing students to log in while still maintaining security. They have an on-premises Active Directory identity provider and use Google Workspace (formerly known as G Suite) for student email addresses.

What should a Solution Architect recommend?

- A. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- B. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.
- C. Implement Aloha template for students to access email with Salesforce Authenticator app.
- D. Implement Social Sign On with OpenId Connect and Google Workspace as Auth Provider.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 7

During discovery conversations an organization notes that they want to create a custom survey around their customer's preferences to help improve product recommendations, marketing journeys, and customer service upsell opportunities. They want to house the survey responses in their Salesforce ecosystem so they can run reports. They plan on having two teams manage the survey and change questions twice a year.

Which three questions should a Solution Architect ask to ensure they understand the requirements well enough to design an appropriate multi-cloud solution?

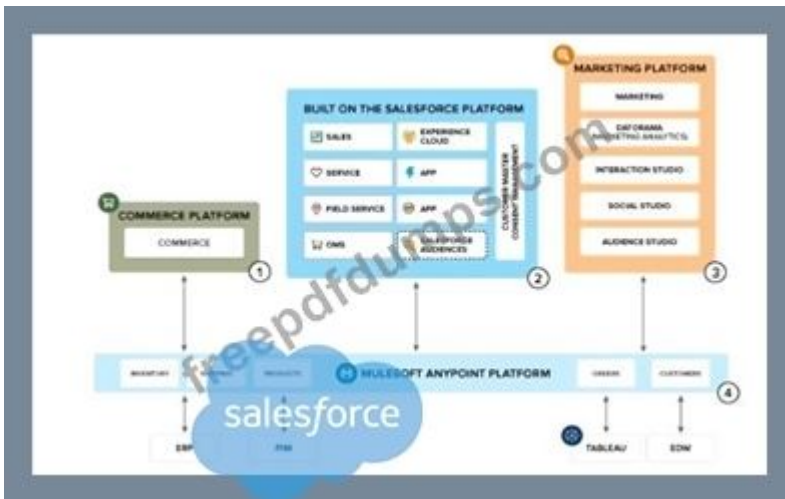
Choose 3 answers

- A. How often do you update surveys?
- B. Will you ever have more than nine possible answers for a survey question?
- C. Will the teams need the ability to change designs?
- D. Does the team need front-end development capabilities?
- E. How many survey responses would you anticipate in a peak 24-hour period?

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

Refer to the exhibit.



A company plans to adopt Salesforce for a number of their needs, including an internal CRM, a public B2C Commerce storefront with order management functionality, and an extensible API framework to integrate with other systems, as well as marketing automation. The overall system landscape of the proposed solution is shown above.

Which three considerations are important for this scenario? Choose 3 answers

- A. The Salesforce Platform can be used for customer master and consent management, or it can Integrate with a third-party Master Data Management system.
- B. Order Management System (OMS) is a B2C Commerce product but it does not run natively on the core Salesforce Platform.
- C. Marketing Cloud enables personalization, journey orchestration, and cross-channel messaging.
- D. Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Order Management System (OMS) run on the same physical platform and share a common data model.
- E. Tableau requires MuleSoft in order to access data outside of the Salesforce Platform.

Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 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 lets the business quickly integrate different systems without involving IT.
- B. It enables self-service and an increase in productivity through reusable microservices and APIs.

- 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

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 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.
- B. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.
- C. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.
- D. 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

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.
- D. Include the customer service team so that they can provide detailed user stories prior to the discovery workshops.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 12

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 B2C Commerce is configured with two realms: ANZ and SE Asi

a. 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 single Marketing Cloud tenant and map business units to each site irrespective of the realm

B. Use a separate Marketing Cloud tenant for each site

C. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm

D. Use a single Marketing cloud tenant and map business units to each realm

Answer: A (LEAVE A REPLY)

NEW QUESTION: 13

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 the customer. 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. 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.

D. 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.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 14

A company wants to integrate B2C Commerce and Marketing Cloud so that customers shopping online can be segmented for marketing campaigns like Abandoned Cart and Post Purchase Journeys.

Which two actions are needed to enable an Abandoned Cart Journey?

Choose 2 answers

- A.** Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions
- B.** Integrate product, order, and customer data feeds into Service Cloud objects
- C.** Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
- D.** Implement the Marketing Cloud collect.js through the storefront by using the Connector's reference implementation

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

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 the customer. 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 cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- B.** 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.
- C.** 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.
- 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: B (LEAVE A REPLY)

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NEW QUESTION: 17

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.** 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.
- B.** When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.
- C.** Enable customer service agents to update and complete a cart transaction on behalf of the customer.

D. 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.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 18

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 customers may 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. Need real-time access to a small fraction of external data

B. Accessing external data using workflows and triggers

B Need access to all external data in near real-time

C. Integrating external data without writing custom code

D. The external data is changing frequently

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 19

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 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.

C. 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.

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 customer submitting the case and the availability of agents supporting each tier level.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 20

A company is currently Implementing B2C Commerce and wants to use Marketing Cloud to send transactional emails like the Welcome Email, Order Confirmation, and Order Status Update Email.

Which three steps are required to configure the Marketing Cloud Connector for triggered emails?

Choose 3 answers

- A.** Integrate Marketing Cloud and B2C Commerce to provide Marketing Cloud with B2C Commerce order and customer information on a nightly basis via SFTP.
- B.** Configure REST Services in B2C Commerce that will be used to authenticate B2C Commerce against Marketing Cloud via its API integration and initiate a transactional email delivery.
- C.** Customize the B2C Commerce storefront to invoke Marketing Cloud's Transactional Messaging REST API whenever a transactional message should be delivered. This customization should first authenticate B2C Commerce against Marketing Cloud and then deliver the Transactional Messaging payload to inform message contents.
- D.** Customize the B2C Commerce storefront to trigger Marketing Cloud Transactional Messages at strategic points in the customer's experience by using Marketing Cloud's Transactional Messaging REST API. This customization should include a payload that informs message contents.
- E.** Create an API Integration in Marketing Cloud using Installed Packages that provision access to Marketing Cloud APIs by external systems like B2C Commerce.

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 21

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.** Consider using Einstein Discovery to generate a retargeting score representing likelihood to purchase in the next three months
- B.** Generate personalized coupon codes in B2C Commerce and send them through Marketing Cloud to be able to effectively track impact of campaigns
- C.** Use SMS as a channel due to its significantly higher engagement rate as compared to email
- D.** Configure Einstein Retargeting Recommendations in Marketing Cloud to automate segment generation for Journey Builder

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 22

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.** The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
- C.** Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.
- D.** B2C Commerce order management does not support complex or advanced use cases.
- E.** 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.

Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 23

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.** Orders
- B.** Contact
- C.** Profile
- D.** Customer

Answer: A (LEAVE A REPLY)

NEW QUESTION: 24

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 them up 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 their household. 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. Digital Engagement, Shield with Splunk, Social Engagement Studio
- B. Salesforce Field Service, Shield Encryption at rest, Digital Engagement
- C. Shield and Event Monitoring Analytics App, Pardot
- D. REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio

Answer: C (LEAVE A REPLY)

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