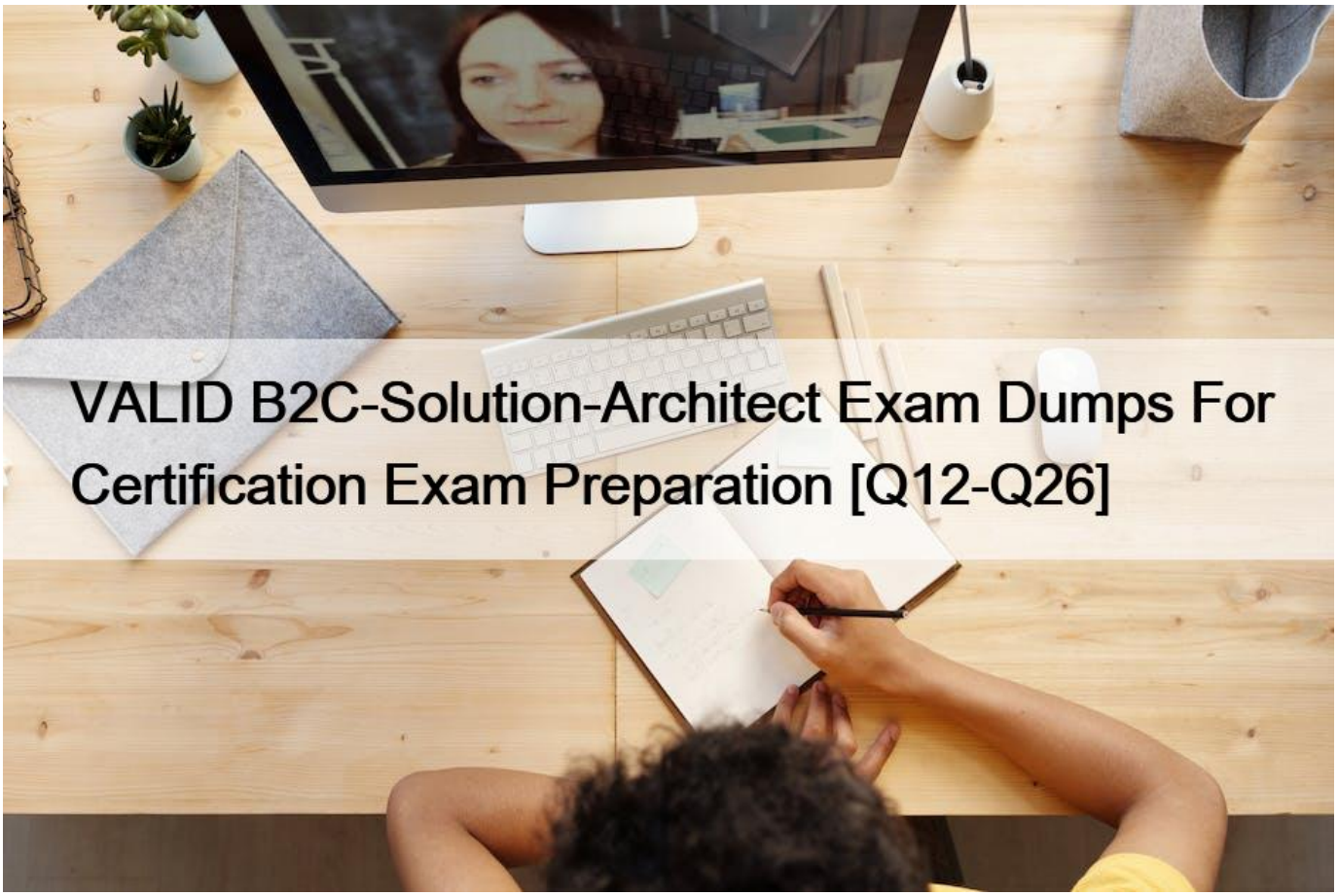
VALID B2C-Solution-Architect Exam Dumps For Certification Exam Preparation [Q12-Q26



VALID B2C-Solution-Architect Exam Dumps For Certification Exam Preparation
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QUESTION 12

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
* Integrate product, order, and customer data feeds into Marketing Cloud Data Extensions
* Integrate product, order, and customer data feeds into Service Cloud objects
* Use Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud
* Implement the Marketing Cloud coilect.js through the storefront by using the Connector’s reference implementation

A is correct because integrating product, order, and customer data feeds into Marketing Cloud Data Extensions is a prerequisite for enabling an Abandoned Cart Journey. Data Extensions are tables that store data in Marketing Cloud and can be used to define

audience segments and personalize messages.

D is correct because implementing the Marketing Cloud collect.js through the storefront by using the Connector’s reference implementation is a prerequisite for enabling an Abandoned Cart Journey. The collect.js script tracks customer behavior on the storefront and sends data to Marketing Cloud using the Connector cartridge.

B is incorrect because integrating product, order, and customer data feeds into Service Cloud objects is not needed for enabling an Abandoned Cart Journey. Service Cloud objects are used to store data in Service Cloud and can be used to manage customer service cases and interactions.

C is incorrect because using Mulesoft to bring order and customer data feeds from B2C Commerce to Marketing Cloud is not needed for enabling an Abandoned Cart Journey. Mulesoft is a platform that provides integration solutions for various systems and applications.

Reference:

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

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

QUESTION 13

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
* The synchronized data extensions will include the token and all PII attributes
* All emails will need to be sent through Marketing Cloud or Marketing Cloud Connect to avoid disruptions
* The standard email address field for contacts and leads needs to be populated with a token
* The token with all supporting attributes will need to be stored in Service Cloud

QUESTION 14

A company has been using B2C Commerce for many years and recently decided to implement Service Cloud and Marketing Cloud. Currently, there are many issues with the integration between B2C Commerce and the legacy CRM, which means data is often out of Sav sync. Agencies currently manage the Marketing communication, and B2C Commerce is sending the messages. The main goal is to ensure Catksion that B2C Commerce can trigger multi-channel messaging via Marketing Cloud, leveraging the data the company has on customers to personalize the communication.

Which three considerations should a Solution Architect keep in mind when recommending a migration strategy from the existing setup to the new one?

Choose 3 answers
* Customer data can be imported into Service Cloud from B2C Commerce and the legacy CRM without deduplication since Salesforce CDP can automatically merge duplicate records upon insert.

* Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. Written
* Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. Materials
* Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID.
* Marketing Cloud Connect should be configured to use an alternate external ID from Salesforce as the Contact Key to avoid duplicate contacts in Marketing Cloud.

b) Service Cloud should be implemented before Marketing Cloud to ensure that the Salesforce Contact IDs can be used in Marketing Cloud as unique identifiers. This allows for a consistent and unified view of the customer across the Salesforce products and avoids duplicate contacts in Marketing Cloud. C. Customer data from B2C Commerce and the legacy CRM should be deduplicated before being imported into Service Cloud. This ensures that there are no duplicate contacts in Service Cloud that could cause data quality issues or conflicts when syncing with Marketing Cloud. D. Custom development work is required to connect B2C Commerce to Marketing Cloud and use the Salesforce Contact ID. This involves creating a service definition in B2C Commerce that points to Marketing Cloud’s REST API and passing the Salesforce Contact ID as the contact key when triggering journeys or updating contact data. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_migration.htm&type=5 https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

QUESTION 15

A company Is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company Is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers
* Use email addresses, SMS, or other channel addresses as the contact key {subscriber key) in Marketing Cloud
* Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
* Set tracking site preference for each storefront
* Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

QUESTION 16

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
* Salesforce Order Management synchronizes orders to and from B2C Commerce, which essentially replaces the Service Cloud Connector.
* B2C Commerce order management does not support complex or advanced use cases.
* The existing Service Cloud implementation team could extend the Salesforce Order Management product to the existing org.
* 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.

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

QUESTION 17

Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO’s Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.

What should Marketing Cloud be the single source of truth of in this multi-cloud scenario’5
* Individuals attributes such as name, address, birthday, and email
* Customer journey flow
* Order history
* Customer product affinity

Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

QUESTION 18

A telecommunications company is implementing Service Cloud and Experience Cloud with a goal to have a single view of their customers. Current system limitations have resulted in many duplicate and incomplete customer records with inadequate data quality in the millions of records. They want this issue remediated when migrating the data to Service Cloud and Experience Cloud.

Which two activities and tools should a Solution Architect recommend to address these concerns when planning the data migration activity and assure it is completed in a timely manner?

Choose 2 answers
* Q Duplicate Management in Salesforce can be used to identify and manage duplicate records.
* Use an ETL tool with a staging database in order to run data cleansing tools to obtain a clean data set.
* Iteratively test smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox.
* Iteratively test smaller loads against a developer sandbox and the full load against a partial copy sandbox.

b. An ETL (Extract, Transform, Load) tool is a software that can help extract data from multiple sources, transform it according to business rules, and load it into a target destination, such as Salesforce. An ETL tool can also help run data cleansing tools, such as deduplication, validation, standardization, and enrichment, to obtain a clean data set before migrating it to Salesforce. C. Iteratively testing smaller loads against a developer or partial copy sandbox and the full load against a full copy sandbox can help ensure the data migration is successful and error-free. A developer or partial copy sandbox can be used for testing the data quality, mapping, and transformation rules, while a full copy sandbox can be used for testing the performance, scalability, and integrity of the data migration. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/data-management-basics/data-management-basics-migrate
https://help.salesforce.com/s/articleView?id=sf.data_sandbox_create.htm&type=5

QUESTION 19

Northern Trail Outfitters (NTO) exported all the Account records from Salesforce and used a data transformation tool to clean up values in the phone field using a standardized format. The export file has more than 2 million records. During previous data loads for similar updates on the Account object, NTO did not experience any issues with row lock.

Which feature of Data Loader should be used to load this data back into Salesforce faster?

* REST API
* Bulk API Serial Mode
* SOAP API
* Bulk API

QUESTION 20

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
* 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.
* 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.
* 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.
* 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) Case routing can be configured by configuring Service Cloud’s omni-channel routing 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. This can help accomplish the goal by ensuring that cases are assigned to the most qualified and available agents based on predefined criteria and rules. 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. This can help accomplish the goal by maintaining consistent and updated customer data across different systems and platforms. Reference:

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

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

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

QUESTION 21

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

Cloud Connector
A custom solution in Service Cloud can use Apex or Lightning Web Components to call the B2C Commerce APIs and update the customer records in B2C Commerce. This option provides the most flexibility and control over the integration logic and error handling. Platform events, outbound messages, and change data capture are not supported by B2C Commerce out of the box, so they would require additional development or middleware to handle them. Reference:

https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_rest_code_sample_basic.htm

https://developer.salesforce.com/docs/component-library/documentation/en/lwc/lwc.data_wire_example

https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?topic=%2Fcom.demandware.dochelp%2FOCAPI%2Fcurrent%2Fusage%2FRESTAPIs.html

QUESTION 22

A company wants to add Salesforce Order Management to their existing B2C Commerce, Service Cloud, and Sales Cloud integration. Their current sales process lets sales reps build quotes, create orders, and process reduction orders for refunds as part of their sales channel workflow. Their B2C Commerce order objects also include multiple custom attributes that the merchant’s current Order Management System uses to allocate orders to the correct distribution center for fulfillment.

When enabling Salesforce Order Management, what potential concerns will the merchant need to work through?
* Salesforce Order Management does not allow for fulfillment rules across multiple distribution centers without the use of an AppExchange package or custom Apex triggers.
* Reduction Orders and Order Management change orders conflict if both are enabled in the same Org and require the use of Record Types and Apex Triggers or Validation Rules to avoid conflicts.
* Custom attributes on B2C Commerce Orders are not natively supported for Salesforce Order Management integrations and require custom Apex development to handle mapping.
* Salesforce Order Management integrates natively with B2B Commerce when both products reside within the same Org but requires the use of a customizable B2C Commerce cartridge to import data from a B2C Commerce instance.

QUESTION 23

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request’
* B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.
* B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.
* B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.
* B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.
This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the

final status in Salesforce Order Management, which can trigger notifications or invoices. Reference:
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

QUESTION 24

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:

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* 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.
* Salesforce Order Management shares the same database with Service Cloud while other solutions need to build additional integration.
B is correct because B2C Commerce order management does not support complex or advanced use cases such as split shipments, backorders, partial cancellations, or returns3. Salesforce Order Management provides these capabilities out of the box or with minimal customization.

C is correct because Salesforce Order Management can be installed as a managed package in an existing Service Cloud org, which means that the existing Service Cloud implementation team can leverage their existing skills and knowledge to extend the product to meet the business needs.

E is correct because Salesforce Order Management shares the same database with Service Cloud, which eliminates the need for additional integration between the two systems. Other solutions would require building custom integration to synchronize data between different databases.

A is incorrect because Salesforce Order Management does not replace the Service Cloud Connector, which is used to synchronize data between Service Cloud and B2C Commerce. Salesforce Order Management integrates with both Service Cloud and B2C Commerce using platform events and REST APIs.

D is incorrect because Salesforce Order Management does not support synchronizing orders from one B2C Commerce realm to multiple Salesforce orgs without customization. The standard integration assumes that there is a one-to-one relationship between a B2C Commerce realm and a Salesforce org.

Reference:

3:
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/OrderManagement/OrderManage

mentOverview.html

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

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

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

7: https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration.htm&type=5

8: https://help.salesforce.com/s/articleView?id=sf.om_b2c_commerce_integration_overview.htm&type=5

QUESTION 25

Universal Containers (UC) is sending Invoice data from an external ERP system into their Salesforce org. Management is worried about data storage in their org, and after some analyses, they have identified the ERP Invoice records responsible for over 40% of the data storage. Their current business process does not require a Salesforce user to edit these records, so they can be read-only.

What recommendation should a Solution Architect make in order to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce?
* Use Change Data Capture to sync Invoice records
* Build a custom solution to view the ERP Invoice records in Salesforce
* Use Platform Events to sync Invoice record changes
* Use Salesforce Connect/External Objects (with custom Apex adapters)

This answer is correct because it is a way to reduce the storage size in Salesforce and still be able to access the ERP Invoice records in Salesforce. Salesforce Connect/External Objects can be used to display external data in Salesforce without copying or storing it. Custom Apex adapters can be used to connect to any external system that has a web service API, such as an ERP system. Reference: https://help.salesforce.com/s/articleView?id=sf.datacloud_connect.htm&type=5
https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_connector_intro.htm

QUESTION 26

A marketing team is using Sales Cloud web-to-lead forms to capture leads. The company recently acquired Marketing Cloud and wants to ensure that the data is synchronized to Marketing Cloud without losing data and without creating duplicate contacts.

Which consideration should a Solution Architect voice to the marketing team when designing this solution?
* Leads can be merged and converted in Marketing Cloud.
* Leads and contacts are unique records in Marketing Cloud.
* Web-to-lead forms trigger Marketing Cloud journeys without creating leads in Salesforce.
* The contact delete framework in Marketing Cloud can be used to resolve duplicate contacts and associated billing challenges.

Marketing Cloud treats leads and contacts as separate records, even if they have the same email address. This means that syncing leads from Sales Cloud to Marketing Cloud can create duplicate contacts and increase the contact count and billing. To avoid this, the marketing team should consider using contacts only or converting leads to contacts before syncing them to Marketing Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htm&type=5

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https://www.actualtests4sure.com/B2C-Solution-Architect-test-questions.html]