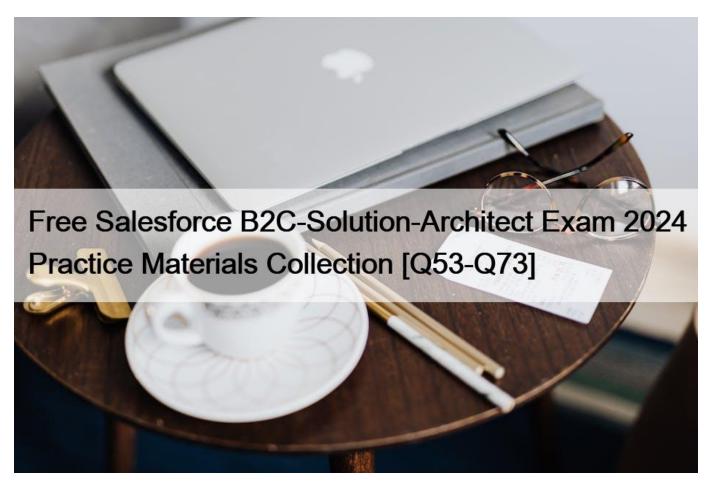# Free Salesforce B2C-Solution-Architect Exam 2024 Practice Materials Collection [Q53-Q73

Free Salesforce B2C-Solution-Architect Exam 2024 Practice Materials Collection B2C-Solution-Architect Exam Info and Free Practice Test All-in-One Exam Guide Jul-2024

Salesforce B2C-Solution-Architect certification exam consists of 60 multiple-choice questions and is timed at 105 minutes. To be eligible to take the exam, candidates must have a Salesforce Certified System Architect or Salesforce Certified Application Architect certification. They should also have at least two years of experience working with Salesforce technology, specifically in the B2C commerce domain. Additionally, candidates must have experience leading and managing technical teams and projects.

Salesforce B2C-Solution-Architect certification is an important credential for professionals who are looking to advance their careers in the B2C space. By earning this certification, professionals can demonstrate their expertise and increase their value to their organizations and clients.

Q53. A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details

like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?
* Experience Cloud
* Service Cloud
* Marketing Cloud
* B2C Commerce

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer’s consent.

Q54. 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?
* 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.
* 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.
* 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.
* When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed byCustomer 360 Data Manager.

Q55. A company actively uses CI/CO processes for 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?
* 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
* Set up one Marketing Cloud instance for testing and one for production, where the testing instance is connected to the staging sandbox
* Set up one Marketing Cloud instance for each sandbox in Service Cloud
* Set up one Marketing Cloud instance for production and create a Marketing Cloud sandbox to connect to each of the Service Cloud sandboxes

A Marketing Cloud sandbox is a separate instance of Marketing Cloud that can be used for development, testing, and training purposes. A Marketing Cloud sandbox can be connected to a Service Cloud sandbox using Marketing Cloud Connect, which allows data synchronization and cross-cloud functionality. This option supports the CI/CO processes and data segregation for each Service Cloud sandbox. The other options are either not feasible or not cost-effective. Reference:

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

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

Q56. 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?
* Use Business Manager to export and Data Loader to import the 3 million records into Service Cloud.
* Use the Streaming API to push the 3 million customer records from B2C Commerce to Service Cloud.
* Use the Salesforce REST API to import the 3 million records into Service Cloud.
* Use the Commerce Cloud REST API to import the 3 million records into Service Cloud.
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/BusinessManag er.html https://help.salesforce.com/s/articleView?id=sf.data_loader.htm&type=5

Q57. 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?
* Shield and Event Monitoring Analytics App, Pardot
* Digital Engagement, Shield with Splunk, Social Engagement Studio
* REST API Event Monitoring and Tableau CRM, Marketing Engagement Studio
* Salesforce Field Service, Shield Encryption at rest. Digital Engagement

Q58. 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
* 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.
* Enable customer service agents to update and complete a cart transaction on behalf of the customer.
* When the cart value reaches a certain value, push a chat request to assist the customer with the checkout process.
* 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.

Q59. 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
* 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.
* 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.
* An integration must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.
* An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST APT access from B2C Commerce.
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

Q60. 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?
* 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.
* 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.
* 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.
* 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.
Customer 360 Data Manager is a platform service that enables companies to connect customer data across Salesforce apps and create a unified customer profile. It uses advanced matching algorithms to identify and link customer records from different systems based on common attributes such as name, email, phone, address, etc. It also assigns a consistent Global Party ID to each customer record, which serves as a unique identifier across systems. Customer 360 Data Manager can be used across multiple brands within a single merchant environment by creating separate data spaces for each brand. Option B is incorrect because Customer 360 Data Manager can relate the IDs between systems without additional custom development. Option C is incorrect because Customer 360 Data Manager supports multiple brands within a single merchant environment. Option D is incorrect because B2C Commerce, Service Cloud, and Marketing Cloud do not automatically use a common core Customer Profile managed by Customer 360 Data Manager; they need to be connected and configured via Customer 360 Data Manager. Reference:

https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html

https://help.salesforce.com/s/articleView?id=sf.c360_overview.htm&type=5

Q61. An organization is considering using the Lead object in Sales Cloud to track customers who have signed up for their newsletter. The goal is to add these customers to a Marketing Cloud nurture campaign. Once they make a purchase, the suggested design is to convert the Lead to a Contact record and associate the resulting Contact with a Marketing Cloud Subscriber.

What recommendation should a Solution Architect make to avoid implementation challenges?
* Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.
* Avoid using the Lead object by creating Contacts with different Record Types for prospects.
* Delete the Marketing Cloud Contact associated with the Lead object after conversion.
* Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.
This option ensures that the Marketing Cloud Contact is linked to the correct Salesforce record after the Lead is converted to a Contact, and that the contact utilization is not affected by duplicate records. The other options can result in data loss, inconsistent reporting, or unnecessary complexity.

Q62. Universal Containers (UC) is working on an initial release of Service Cloud and B2C Commerce. The UC management team is excited about the new features and wants to go to market with the new solution as soon as possible even though the requirements are not completely mapped out.

A Solution Architect is asked to evaluate when UC can go live with a new B2C Commerce site, automated chatbots, Einstein case classification, Service Cloud Voice, and analytics.

How should a Solution Architect respond to the management team’s request to help formulate a roadmap for these new capabilities?
* Facilitate a workshop with the management team, applying the relationship design process to create a roadmap aligned to business objectives.
* Facilitate a workshop with the development team and create a list of prioritized user stories that can then be used to create a detailed roadmap.
* Ask to follow the management team for a week to gain a better understanding of how they work and what information they need to formulate their roadmap.
* Ask each member of the management team about their top three concerns, and use it to formulate the roadmap.
This answer is correct because it is a way to respond to the management team’s request to help formulate a roadmap for these new capabilities using the relationship design process. The relationship design process is a method that centers relationships as the building blocks of business and social value. It is based on four mindsets that can help design products and services from a place of compassion: compassion, intention, courage, and reciprocity. By facilitating a workshop with the management team, applying the relationship design process, a Solution Architect can help create a roadmap that aligns with business objectives and builds customer trust. Reference: https://www.salesforce.com/blog/how-relationship-design-works/

Q63. 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?
* Check the fieldMapping custom settings in Service Cloud to confirm the nationalParks attribute was mapped from the Commerce Profile to the Service Contact
* Check the field-level security for nationalParks is set to read only
* Check that the nationalParks value was added to the Profile Custom Object in B2C Commerce
* Check that the nationalParks value is defined in the json of the B2C Commerce Customer Data API
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

Q64. 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

Q65. Northern Trail Outfitters (NTO) wants to bring data from across all parts of their Salesforce Customer Success Platform Into the Marketing Cloud account. A Solution Architect recommends using Synchronized Data Sources In Contact Builder and Marketing Cloud Connect to Integrate multiple business units In their account.

Which API does the Solution Architect need to use with Marketing Cloud Connect for this integration?
* Tooling API
* REST API
* SOAP API
* Streaming API
C is correct because Marketing Cloud Connect uses the SOAP API to integrate multiple business units in Marketing Cloud with Salesforce core orgs. The SOAP API enables data synchronization, triggered sends, journey builder integrations, and tracking data.

A is incorrect because the Tooling API is used to create and modify metadata in Salesforce core orgs, such as custom objects, fields, workflows, etc. It is not used for Marketing Cloud Connect integration.

B is incorrect because the REST API is used to access resources in Marketing Cloud, such as contacts, content, campaigns, etc. It is not used for Marketing Cloud Connect integration.

D is incorrect because the Streaming API is used to receive notifications of data changes in Salesforce core orgs, such as record updates, deletes, etc. It is not used for Marketing Cloud Connect integration.

Reference:

1: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm

2: https://developer.salesforce.com/docs/atlas.en-us.api_tooling.meta/api_tooling/intro_api_tooling.htm

3: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm

4: https://developer.salesforce.com/docs/atlas.en-us.api_streaming.meta/api_streaming/intro_stream.htm

Q66. 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-cloud integration best practices?

Choose 2 answers
* Marketing Cloud should serve as the Salesforce primary for customer profiles and leverage customer email addresses as a multi-cloud customer identifier.
* Marketing Cloud should implement a second business unit and provide each B2C Commerce storefront with its own Marketing Cloud business unit.
* Marketing Cloud must undergo a subscriber key migration with Salesforce Professional Services and select a subscriber key that aligns with Salesforce multi-cloud architecture best practices.
* B2C Commerce should integrate with Marketing Cloud and create a Marketing Cloud Contact when a B2C Commerce customer registers or places an order via the storefront.

Q67. Northern Trail Outfitters (NTO) wants to upgrade its customer service by providing the opportunity for customers to engage using social messaging channels such as Facebook, WhatsApp, and SMS to resolve issues and ask questions. They already use Marketing Cloud Mobile Connect and Social Studio. Alongside these, the Solution Architect also recommends implementing Digita l Engagement features in Service Cloud.

Which two reasons should a Solution Architect use to justify those recommendations?

Choose 2 answers
* Mobile Connect lacks integration with the service agent console without Digital Engagement
* Mobile Connect only supports outbound messaging in selected countries
* Social Studio does not support 1:1 messaging on the apps listed in the scenario
* Social Studio is limited to listening to social channel and not responding

Q68. 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?
* Build the storefront using the Storefront Reference Architecture (SFRA) and adopt Marketing Cloud for customer engagement.
* Build the storefront using B2C Commerce SiteGenesis architecture and adopt Pardot for customer engagement.
* 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.
* Build the storefront using a headless commerce architecture and adopt Pardot for customer engagement.
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/

Q69. 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
* Migrate the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID.
* 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.
* 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

*   Send the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce to be held for reference.
Migrating the Subscriber Key in Marketing Cloud to be the Service Cloud Contact or Person Account ID allows for a consistent identification of customers across both systems. This also enables data synchronization and cross-cloud features via Marketing Cloud Connect. Using Service Cloud as a central point to hold unique identifiers from all systems, including B2C Commerce CustomerNo and Customer ID, allows for a single source of truth for customer data and facilitates data integration and reporting across systems. Customer 360 Data Manager is not yet available for B2C Commerce, so option B is not possible. Sending the Marketing Cloud Subscriber Key to Service Cloud and B2C Commerce is not necessary if option A is implemented, so option D is not optimal. Reference:

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

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

https://www.salesforce.com/in/blog/2020/04/what-is-salesforce-customer-360.html

Q70. A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?
*   Enable Contact to Multiple Accounts
*   Duplicate Matching Rules
*   Lightning Data Services
*   Customer Data Platform
Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

Q71. 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
*   GIT Repository
*   Static Code Analysis tools
*   CI/CD Pipelines
*   Smoke testing
*   Salesforce DX

Q72. Given that a company wants the purchase data from B2C Commerce In Sales Cloud, what standard objects from Sales Cloud should a Solution Architect map to B2C Commerce objects?
*   Individual, Opportunity, Purchase
*   Profile, Order, Opportunity
*   Account, Order, Pricebook
*   Contact, Order, Product
Contact, Order, and Product are the standard objects from Sales Cloud that a Solution Architect should map to B2C Commerce objects. Contact represents a person who is a customer or a potential customer of the company. Order represents an order placed by a customer for one or more products. Product represents an item or service that the company sells. These objects can be mapped to

B2C Commerce objects such as Customer, Order, and Product using the B2C Commerce APIs or the Commerce Cloud Connector.

Q73. 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

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https://www.test4engine.com/B2C-Solution-Architect_exam-latest-braindumps.html]