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Salesforce B2C-Solution-Architect

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QUESTION NO: 1

A Solution Architect is working on a project that will use Service Cloud and Marketing Cloud. The company is concerned about its service agents' productivity, since they will sometimes also require access to Marketing Cloud. The company wants the Solution Architect to implement a solution that lets agents authenticate and access all systems with the least possible clicks. The company wants agents to confirm their identity using multi-factor authentication (MFA) upon logging in to either system.

Which three activities does the Solution Architect need to complete in order to meet the company's requirements?

Choose 3 answers

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

ANSWER: A C E

QUESTION NO: 2

A company wants to migrate their existing in-house order management solution to the Salesforce Order Management product, which will trigger post-purchase transactional emails through Marketing Cloud. They are already using B2C Commerce, Service Cloud, and Marketing Cloud, as well as the B2C Commerce - Service Cloud Connector and Marketing Cloud Connect.

What are three actions that a Solution Architect must take when planning and deploying this solution? Choose 3 answers

- A. Configure data extensions and triggered sends in Marketing Cloud to support transactional emails for ordering scenarios.
- B. Modify the Service Cloud Connector implementation to remove potentially conflicting features with the Order Management Connector.
- C. Integrate Salesforce Order Management to B2C Commerce for order history and user self service.
- D. Migrate subscriber keys in Marketing Cloud to a new Order Management customer identifier.
- E. Replace the Service Cloud Connector with an Order Management Connector for B2C Commerce.

ANSWER: B C D

QUESTION NO: 3

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of 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.

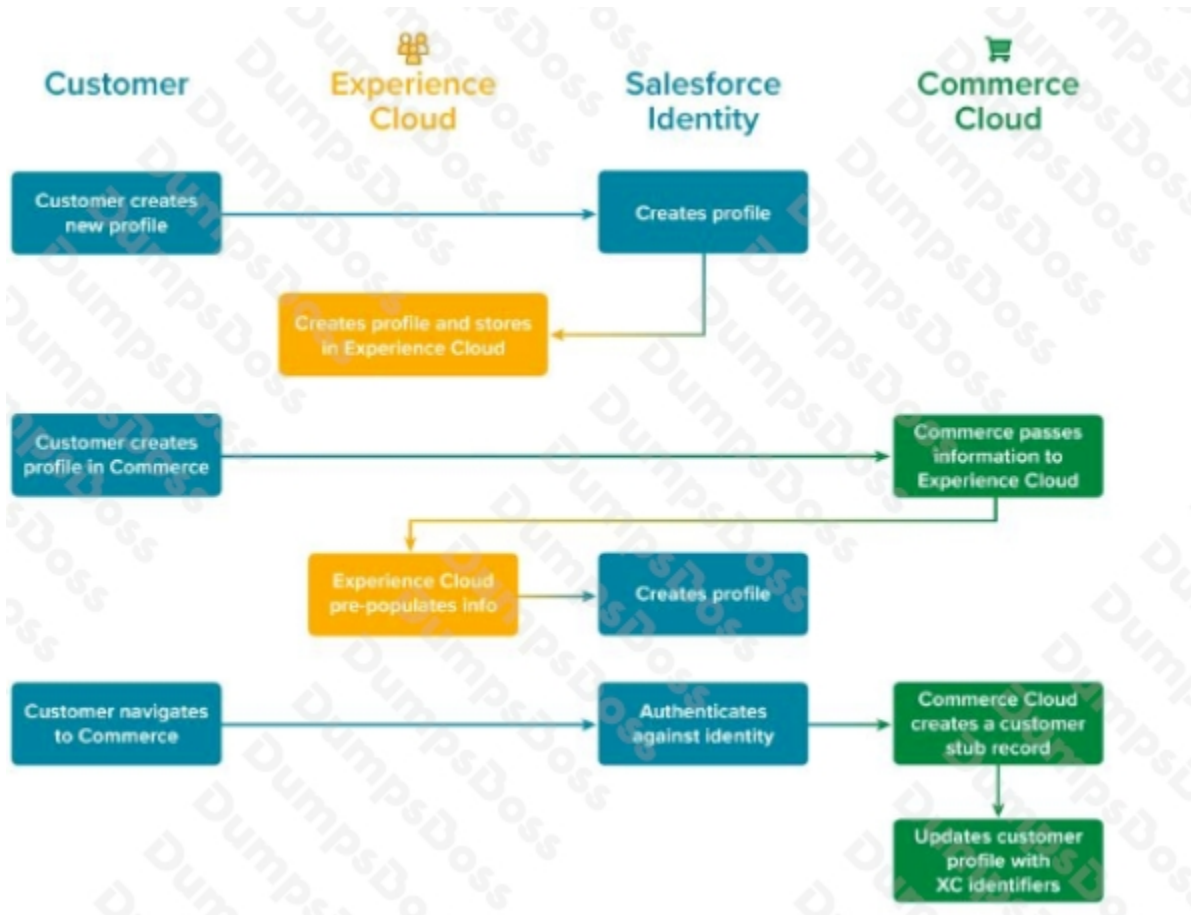
How should a Solution Architect describe the role of Customer 360 Data Manager in this context?

- 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.** Customer 360 Data Manager cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.
- D.** When Customer 360 Data Manager is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

ANSWER: A

QUESTION NO: 4

Refer to the exhibit.



A beauty brand is planning to re-platform their existing website onto B2C Commerce. As part of the re-platform they will create a new social community where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

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

ANSWER: D

QUESTION NO: 5

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

How should a Solution Architect deliver the desired functionality?

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

ANSWER: A

QUESTION NO: 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 Social Sign On with OpenId Connect and Google Workspace as Auth Provider.
- B. Implement Active Directory and Salesforce Identity for SAML delegated Single Sign On.
- C. Implement Aloha template for students to access email with Salesforce Authenticator app.
- D. Implement OAuth 2.0 authentication protocol with Google Workspace as Service Provider.

ANSWER: D

QUESTION NO: 7

An organization wants to add Service Cloud to their existing Salesforce Org currently hosting Sales Cloud. They know that an integrated customer service experience is a key component of a successful long-term relationship with their customers. After doing some research they learned that the Service Cloud connector can help start their implementation and they are now ready to proceed.

Which two functionality considerations should they be aware of when introducing the B2C Commerce to Service Cloud Connector into an existing Salesforce Org?

Choose 2 answers

- A.** In order to implement the Service Cloud Connector it is necessary to enable Person Accounts, a change which cannot be reverted once implemented.
- B.** The Service Cloud Connector is distributed as a managed package that can be extended to meet client-specific needs but with core functionality that cannot be altered.
- C.** The Service Cloud Connector natively supports accounts and contacts, households, and multi-brand customer models.
- D.** The Service Cloud Connector provides a collection of Lightning and Visualforce components that display customer and order information within Service Cloud, which needs to be customized and deployed by a developer.

ANSWER: B

QUESTION NO: 8

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

QUESTION NO: 9

A company is in the process of defining the authoritative system for key data entities involved in B2C journeys. The company has about 200,000 customers, each averaging 30 orders per year.

Which two systems are considered an authoritative system for consent and compliance preferences, as well as primary person attributes such as name, address, birthday, phone, and email?

Choose 2 answers

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

ANSWER: B D

QUESTION NO: 10

A Marketing team plans to support the launch of a new product line. In discussion with the Sales and IT teams, the Marketing team proposed introducing a leads-management process, along with a web-to-lead form for the landing page that supports the product launch.

The leads captured using the form are added to the new nurturing journey in Marketing Cloud and subsequently routed to the relevant sales team once they qualify at a certain threshold.

What are two implications that a Solution Architect should consider prior to implementing this solution? Choose 2 answers

- A.** Need for additional handling of consent, preferences, and compliance for converted leads in Marketing Cloud
- B.** Engagement history from the lead record will be natively available for contact record in Marketing Cloud
- C.** Leads are unique contact records in Marketing Cloud
- D.** Leads can have detrimental impact on quality of contact records in Sales Cloud

ANSWER: A D