B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

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 Data Platform (CDP) could help them
solve their problem.

How should a Solution Architect describe the role of CDP in this context7

A. CDP 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. When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common
core Customer Profile managed by Customer 360 Data Manager.

C. CDP 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. CDP cannot be used across multiple brands within a single merchant environment because the customer as human
view cannot support different accounts under separate brands.

Correct Answer: A

CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels.
CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend
existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and
Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique
identifier across the systems.

References: https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/

QUESTION 2

A university has several branded schools scattered across different colleges. Each of which has its own finances,
business processes, and strategies for engaging students. They would like to introduce a university-wide
communications strategy that allows their recruitment team to market to potential students globally while allowing each
department to recruit existing students for its own programs. They are looking for art environment strategy across their
potential purchases of Salesforce and Marketing Cloud.

What should a Solution Architect recommend to meet their needs?

A. Marketing Cloud and Marketing cloud Connect across multiple connected Salesforce orgs

B. Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing cloud
Connect

C. Marketing Cloud with multiple business units and a single, consolidated Salesforce org spanning all departments

D. Marketing Cloud and a single, consolidated Salesforce org spanning all departments

Correct Answer: B

Marketing Cloud with multiple business units connected to multiple existing Salesforce orgs with Marketing Cloud Connect is the option that a Solution Architect should recommend to meet the university\\'s needs. Marketing Cloud allows the university to create and execute personalized marketing campaigns across various channels and audiences. Multiple business units enable the university to have separate sub-accounts for each branded school or department, with different permissions, settings, and content. Multiple existing Salesforce orgs allow the university to maintain their existing finances, business processes, and strategies for each college or school. Marketing Cloud Connect enables the integration between Marketing Cloud and Salesforce orgs, allowing for data synchronization, cross-cloud reporting, and journey activation.

QUESTION 3

A large cosmetics company is planning a customer marketing campaign this summer that allows early access to new product launches in exchange for consent to contact participants through text or email. Future communications to those who \\'opt-in\\' includes information on future product launches, store events, and holiday promotions.

The company plans to offer a \\'preference center\\' within the commerce experience, where authenticated users can opt-in or opt-out of various methods of direct communication.

In which two ways should a Solution Architect define the appropriate systems and methods for user registration and communication preferences, and recommend where native platform functionality within each platform may need to be extended?

Choose 2 answers

A. Allow cookie consent to auto-enable email and/or mobile communications directly to the customer.

B. Allow customers to unsubscribe via email with one click, and opt-in or opt-out of specific communication methods through a hosted preference center.

C. Use native B2C Commerce registration options during the browse and checkout experience, and extend these features to provide an opt-in or opt-out communication preference center on a secure page within the same storefront UI.

D. Implicitly enroll all customers in direct mobile communications during checkout, and allow customers to opt-in or opt-out of all services via email sent by Marketing Cloud.

Correct Answer: BC

Option B is correct because allowing customers to unsubscribe via email with one click is a best practice for email marketing and compliance with anti-spam laws, and allowing customers to opt-in or opt-out of specific communication methods

through a hosted preference center is a way to provide more granular control and personalization for customers.

Option C is correct because using native B2C Commerce registration options during the browse and checkout experience is a way to capture customer information and consent, and extending these features to provide an opt-in or opt- out

communication preference center on a secure page within the same storefront UI is a way to leverage the existing B2C Commerce platform and provide a consistent user experience.

Option A is incorrect because allowing cookie consent to auto-enable email and/or mobile communications directly to the customer is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate

privacy laws and regulations.

Option D is incorrect because implicitly enrolling all customers in direct mobile communications during checkout is not a valid or sufficient way to obtain customer consent for direct marketing purposes, and may violate privacy laws and

regulations. Additionally, allowing customers to opt-in or opt-out of all services via email sent by Marketing Cloud is not a user-friendly or secure way to manage customer preferences.

References:

[Certification - B2C Solution Architect - Trailhead] [Study for the B2C Solution Architect Certification | Salesforce - Trailhead] [B2C Solution Architect Certification Guide | Salesforce Ben]

QUESTION 4

A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.

Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?

A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.

B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.

C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.

D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Correct Answer: D

Option D is correct because B2C Commerce creates a customer ID when a customer registers an account before making their first purchase, but the primary record should be created through Service Cloud using an external ID field that

matches the customer ID from B2C Commerce. This way, Service Cloud can store additional customer information and provide a single source of truth for customer data across multiple Salesforce clouds.

Option A is incorrect because Service Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create an additional ID to be used as the primary record. Service Cloud uses an external ID

field that matches the customer ID from B2C Commerce to create or update customer records.

Option B is incorrect because B2C Commerce does not create an additional ID to be used as the primary record when a customer registers an account. B2C Commerce only creates a customer ID that can be matched with an external ID field

in Service Cloud or other Salesforce clouds. Option C is incorrect because Marketing Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create a primary ID that should be used by

other Salesforce clouds. Marketing Cloud uses subscriber keys that can be mapped to customer IDs from B2C Commerce or other external systems.

References:

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QUESTION 5

Northern Trail Outfitters (NTO) wants to use Salesforce as a front end for creating accounts using the lead-to-opportunity process. When an opportunity is closed or won, an order must be created in the ERP, which manages orders. The organization has an Enterprise Service Bus (ESB) that supports the CometD protocol.

Which two integration approaches or steps should a Solution Architect recommend for this scenario?

Choose 2 answers

A. Define a new platform event in Salesforce and then create a Process Builder process to publish a platform event when the opportunity status changes to Closed-Won.

B. Enable ESB to publish to the platform event using the CometD protocol and notify the back-end ERP system to create the order synchronously.

C. Define a new platform event in the back-end system for the order details and then create a Process Builder process to initiate the platform event when the opportunity status changes to Closed-Won.

D. Enable ESB to subscribe to the platform event using the CometD protocol and notify the back-end ERP system to create the order asynchronously.

Correct Answer: AD

A is correct because defining a new platform event in Salesforce and publishing it with Process Builder when the opportunity status changes to Closed-Won is a valid way to trigger an integration with the ESB using the CometD protocol. D is

correct because enabling ESB to subscribe to the platform event using the CometD protocol and notifying the back-end ERP system to create the order asynchronously is a valid way to handle the integration with the ERP system using a

publish-subscribe model.

B is incorrect because publishing to a platform event using the CometD protocol requires an Apex trigger, not a Process Builder process. Also, creating the order synchronously would not be advisable as it would introduce latency and

dependency on the ERP system\\'s availability.

C is incorrect because defining a new platform event in the back-end system for the order details would not be possible as platform events are Salesforce-specific objects that can only be defined within Salesforce.

References:

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_intro_emp.htm

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_subscribe.htm

https://developer.salesforce.com/docs/atlas.en-us.platform_events.meta/platform_events/platform_events_publish_apex.htm

https://developer.salesforce.com/docs/atlas.en- us.platform_events.meta/platform_events/platform_events_define.htm

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