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QUESTION 1

A merchant has implemented a custom solution on B2C Commerce, exposing a configurable outdoor table composed of multiple, different SKUs representing the table top, legs, hardware, cover, and optional extended warranty.

On the B2C Commerce storefront, customers can select from any in-stock options for each of the components to create their perfect table before check-out. Although the final product is presented to the customer as one table, inventory is tracked at the component level, and all of the component SKUs must be sent to the Order Management System in the resulting commerce order.

Which two solutions would allow the merchant to make this custom product experience available in Service Cloud to support the customer service rep purchasing and feature review? Choose 2 answers

A. Create a custom Open Commerce API {OCAPI) endpoint on B2C Commerce to expose the custom product options and component availability in real time to support a custom experience in Service Cloud.

B. Create a custom B2C Commerce job to export custom product component data on a nightly basis and import into Service Cloud to support a custom experience.

C. Use hooks to extend the existing Open Commerce API (OCAPI) product endpoint with additional information about the custom product options and component availability in real time to support a custom experience in Service Cloud.

D. Use Customer Service Representative (CSR) Order on Behalf Of to access the existing B2C Commerce storefront as a CSR acting on behalf of a customer when making purchases or reviewing custom products.

Correct Answer: CD

C. Hooks are a way to extend the existing OCAPI endpoints with custom logic and data. By using hooks, the merchant can add additional information about the custom product options and component availability to the OCAPI product endpoint, which can be consumed by Service Cloud to display the custom product experience. D. CSR Order on Behalf Of is a feature that allows a CSR to access the existing B2C Commerce storefront as a customer and perform actions on their behalf, such as making purchases or reviewing custom products. This feature can be enabled in Service Cloud using the Commerce Cloud Connector. References:
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.d
ochelp/OCAPI/current/usage/Hooks.html
https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.d
ochelp/OrderManagement/CSR/CSRorderonbehalfof.html

QUESTION 2

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?

A. Leads can be merged and converted in Marketing Cloud.

B. Leads and contacts are unique records in Marketing Cloud.

C. The contact delete framework in Marketing Cloud can be used to resolve duplicate contacts and associated billing challenges.

D. Web-to-lead forms trigger Marketing Cloud journeys without creating leads in Salesforce.

Correct Answer: B

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.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_sync_leads_and_contacts.htmandtype =5

QUESTION 3

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. 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

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

Correct Answer: BDE

Salesforce Connect is a feature that allows accessing and integrating external data from various sources without copying or storing it in Salesforce. Salesforce Connect uses external objects and external data sources to create a virtual data

model that can be used in Salesforce applications and tools. The justifications for using Salesforce Connect in this solution are:

Need access to all external data in near real-time. Salesforce Connect allows accessing external data from ERP or other systems in near real-time, without any delays or synchronization issues. This ensures that the data is always up-to-date

and consistent across systems.

The external data is changing frequently. Salesforce Connect allows reflecting any changes or updates made to the external data in ERP or other systems immediately in Salesforce, without requiring any manual intervention or batch

processes. This ensures that the data is always accurate and reliable across systems.

Need real-time access to a small fraction of external data. Salesforce Connect allows accessing only a small fraction of external data that is relevant and needed for a specific use case, such as displaying customer order history or details.

This reduces network overhead and improves performance. Option A is incorrect because accessing external data using workflows and triggers is not possible or supported with Salesforce Connect. Option C is incorrect because integrating

external data without writing custom code is not a justification for using Salesforce Connect, as it may require some custom code or configuration depending on the data source and use case.

References:

https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_overview.htmandtype=5

https://help.salesforce.com/s/articleView?id=sf.datacloud_connect_considerations.htmandtype=5

QUESTION 4

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 togged 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 calls are asynchronous, with timeout values of 120 for non- tracking operations and 300 seconds for tracking and data retrieve operations.

C. The Marketing REST API uses XML request and response bodies and resource endpoints to support multi-channel use.

D. NTO can use Marketing Cloud SOAP API for integrating with Service Cloud.

Correct Answer: AD

Marketing Cloud provides both REST and SOAP APIs for integrating with other systems, including Service Cloud. Both APIs can be used to perform various operations such as creating, updating, or deleting data objects, triggering messages, retrieving tracking data, and more. The REST API uses JSON request and response bodies, while the SOAP API uses XML request and response bodies. The choice of API depends on the use case, preference, and compatibility of the systems involved.

References: https://developer.salesforce.com/docs/atlas.en-us.mc-apis.meta/mc-apis/index-api.htm https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-getting-started.meta/mc-getting-started/get-started-with-marketing-cloud-apis.htm

QUESTION 5

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?

A. Experience Cloud

B. Service Cloud

C. Marketing Cloud

D. B2C Commerce

Correct Answer: D

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.

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