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QUESTION 1

A company currently provides service to its customers using a call center and spreadsheets. Because of the lack of systems, there is no ability to track how successful agents are. In addition, the ordering system cannot be easily accessed by service agents, costing valuable time and hurting customer satisfaction.

What should a Solution Architect say to convince the company to shift to a connected B2C Solution approach?

- A. Agents will have easy access to customer data to provide a better service experience when customers call in.
- B. Agents will have a better interface using Service Cloud and B2C Commerce with Heroku.
- C. Agents can utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI.
- D. Agents' success rates will be better measured after helping the company define ROI KPIs together.

Correct Answer: A

A connected B2C Solution approach is an approach that allows integrating B2C Commerce and Service Cloud to provide a seamless and omnichannel experience for customers across different touchpoints. A connected B2C Solution approach can provide various benefits, such as increased customer satisfaction, loyalty, retention, and revenue. To convince the company to shift to a connected B2C Solution approach, a Solution Architect should say the following: Agents will have easy access to customer data to provide a better service experience when customers call in. By integrating B2C Commerce and Service Cloud using features such as Service Cloud Connector or Salesforce Order Management, agents will be able to access customer and order information from B2C Commerce directly in Service Console without switching between multiple systems. This will enable agents to answer customer questions more quickly and accurately, resolve issues more efficiently, and offer personalized recommendations or solutions. Option B is incorrect because agents will not have a better interface using Service Cloud and B2C Commerce with Heroku. Heroku is a platform that allows building, running, and scaling custom web applications using various languages and frameworks. Heroku is not directly related to creating a connected B2C Solution approach, although it can be used to extend or customize the functionality of B2C Commerce or Service Cloud. Option C is incorrect because agents cannot utilize SSO to launch an 'Order on Behalf of' storefront experience within the B2C Commerce UI. SSO is a feature that allows users to log in to multiple applications or systems with the same credentials. SSO does not enable launching an 'Order on Behalf of' storefront experience within the B2C Commerce UI, which is a feature that allows agents to create orders on behalf of customers using the storefront login. To enable this feature, the company needs to use Service Cloud Connector or Salesforce Order Management to integrate B2C Commerce and Service Cloud. Option D is incorrect because agents' success rates will not be better measured after helping the company define ROI KPIs together. Although this is a possible benefit of shifting to a connected B2C Solution approach, it is not the most convincing or compelling one for the company's situation. The company's main pain point is the lack of systems and access to customer and order data, which affects their service quality and customer satisfaction. Therefore, the most convincing argument for shifting to a connected B2C Solution approach is how it can improve the service experience for both agents and customers by providing easy access to customer data. References:

https://help.salesforce.com/s/articleView?id=sf.icx_b2c_overview.htm&type=5

<https://www.salesforce.com/products/commerce-cloud/ecommerce/order-management/>

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

QUESTION 2

A multi-brand company uses B2C 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 org, 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

- A. 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.
- B. An integration must be developed between B2C Commerce and Service Cloud to enable the synchronization of customer profiles and unlock REST API access between the two products.
- C. An integration must be developed between Service Cloud and Marketing Cloud to enable Marketing Cloud REST API access from Service Cloud.
- D. An integration must be developed between B2C Commerce and Marketing Cloud to enable Marketing Cloud REST API access from B2C Commerce.

Correct Answer: BD

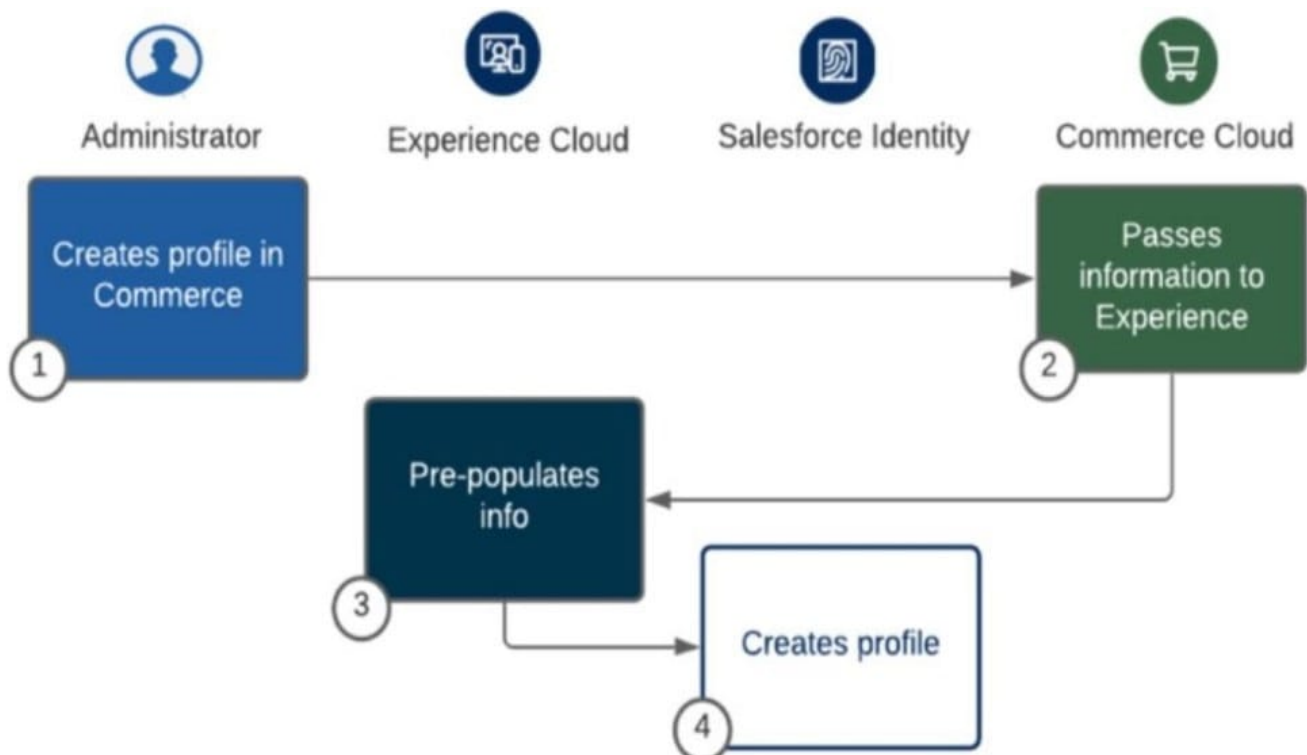
B2C Commerce and Service Cloud are not natively integrated and require custom development to enable data synchronization and API access between them. B2C Commerce and Marketing Cloud also require custom development to enable API access for customer engagement scenarios. References:

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>

QUESTION 3

Refer to the image below:



A 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 portal. They are going to implement B2C Commerce, Experience Cloud, and Salesforce



Identity.

After reviewing the workflow, which system should a Solution Architect recommend to use as a primary authentication method while attempting to minimize migration of customer profile data?

- A. Salesforce Core Platform/Identity
- B. Salesforce CDP
- C. Salesforce Marketing Cloud
- D. Salesforce B2C Commerce

Correct Answer: A

This answer is correct because it minimizes the migration of customer profile data by using Salesforce Identity as the primary authentication method. Salesforce Identity can act as an identity provider (IDP) for both B2C Commerce and

Experience Cloud, and it can store customer profile data in a single place. This reduces the need to duplicate or sync customer data across multiple systems.

References:

https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_service_cloud_integration.htm&type=5

QUESTION 4

Northern Trail Outfitters (NTO) has been using B2C Commerce and Service cloud for the past year and wants to take the next step in its customer experience by implementing Marketing Cloud. NTO is focusing on email for the foreseeable future and wants all transactional messages--such as password reset and order confirmations--to go through Marketing Cloud rather than B2C Commerce.

Which three actions should a Solution Architect recommend to enable this functionality?

Choose 3 answers

- A. Configure an API event in Process Builder along with an Email Activity with a transactional send classification.
- B. Configure API integration credentials in Marketing Cloud to enable B2C Commerce to call Marketing Cloud.
- C. Implement a server-side API callout in B2C Commerce for each of the required emails.
- D. Implement a client-side API callout in B2C Commerce for each of the required emails.
- E. Configure a Transactional Messaging API in Marketing Cloud and use a transactional send classification for each of the required emails.

Correct Answer: BCE

To enable transactional messages from B2C Commerce to Marketing Cloud, you need to configure API integration credentials in Marketing Cloud, which will generate an authentication token and a REST endpoint for your account. Then, you need to implement a server-side API callout in B2C Commerce for each of the required emails, which will use the authentication token and the REST endpoint to send the email data to Marketing Cloud. Finally, you need to configure a Transactional Messaging API in Marketing Cloud, which will allow you to create and manage transactional messages using REST API calls. You also need to use a transactional send classification for each of the required



emails, which will indicate that the email is not subject to unsubscribe rules.

QUESTION 5

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?

- A. Ensure that the Marketing Cloud Contact associated with the Lead is updated to reference the Contact after conversion.
- B. Avoid using the Lead object by creating Contacts with different Record Types for prospects.
- C. Delete the Marketing Cloud Contact associated with the Lead object after conversion.
- D. Add prospects who have not created an account or made a purchase to Marketing Cloud directly without creating a Lead.

Correct Answer: A

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.

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