# B2C-SOLUTION-ARCHITECT$^{Q\&As}$

Salesforce Certified B2C Solution Architect

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**QUESTION 1**

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyalty Management and COP- They want to start segmenting their most loyal customers based or their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing In?
Choose 3 answers

A. Curate tiered experiences in Marketing Cloud

B. Segment Individuals within CDP C.Q Segment Journeys within CDP

C. Curate tiered experiences in Loyalty Management

D. Create Journeys by tiers in Marketing Cloud

Correct Answer: ACD

Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

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**QUESTION 2**

Universal Containers has been using Service Cloud and recently decided to implement Marketing Cloud. There are many data quality issues in Service Cloud like duplicates and incomplete email addresses. They want to use Marketing Cloud to send personalized communications.

Which two recommendations should a Solution Architect make when suggesting a migration strategy from an existing Service Cloud implementation to a new Marketing Cloud one?

Choose 2 answers

A. Fix the data quality issues in Service Cloud before migrating to Marketing Cloud.

B. Use Customer Data Platform (CDP) to synchronize data between Service Cloud and Marketing Cloud.

C. Map Contact, Lead, and Account objects within Marketing Cloud to enable personalization.

D. Build a custom connector between Service Cloud and Marketing Cloud that will remove the duplicates.

Correct Answer: AC

A. Fixing the data quality issues in Service Cloud before migrating to Marketing Cloud can help avoid duplicate or incomplete contacts in Marketing Cloud, which can affect the contact count, billing, and personalization. Data quality issues can be fixed by using tools such as Data Loader, Duplicate Management, or ETL tools. C. Mapping Contact, Lead, and Account objects within Marketing Cloud can help enable personalization by using data from Service Cloud in email content or journeys. Mapping can be done by using Marketing Cloud Connect or Customer 360 Data Manager.

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

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**QUESTION 3**

A global merchant plans to use B2C Commerce, Service Cloud, and Marketing Cloud to support the shopper experience. They also plan on using Marketing Cloud Connect to integrate Service and Marketing Clouds and the Service Cloud Connector for B2C Commerce. The customers will receive SMS messages through Mobile Connect. One of the key requirements is to enable consent and profile management across the clouds.

Which two recommendations should a Solution Architect make as part of the solution?

Choose 2 answers

A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud

B. Service Cloud profile data can be configured to sync to the Marketing Cloud profile center

C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used

D. Shopper consent in B2C storefronts will sync to Service Cloud when person accounts are used

Correct Answer: AC

A. SMS opt-in will sync with Service Cloud when contact ID is the subscriber key in Marketing Cloud. This can help enable consent and profile management across the clouds by allowing customers to opt-in or opt-out of SMS messages and reflecting their preferences in both Service Cloud and Marketing Cloud. This can also help comply with industry regulations and best practices for SMS marketing. C. Profile changes in B2C Commerce will sync to Service Cloud when person accounts are used. This can help enable consent and profile management across the clouds by allowing customers to update their profile information in B2C Commerce and syncing their changes to Service Cloud. This can also help maintain consistent and accurate customer data across different systems and platforms. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_person_accounts.htmandtype=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htmandtype=5
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**QUESTION 4**

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?

A. Individual, Opportunity, Purchase

B. Profile, Order, Opportunity

C. Account, Order, Pricebook

D. Contact, Order, Product

Correct Answer: D

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.

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**QUESTION 5**

Northern Trail Outfitters (NTO) is implementing B2C Commerce and Service Cloud as part of an IT transformation project focused on improving the customer experience across all channels. As part of the Service Cloud implementation, there will also be a service portal implemented using Experience Cloud so that customers can better self-serve for the most common use cases. NTO customers are also heavily engaged on social services, so anything that can help them use their existing social accounts to log in will be essential to a great customer experience.

Which two things should a Solution Architect recommend to cover NTOs identity needs?

Choose 2 answers

A. Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook.

B. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place.

C. Leverage B2C Commerce as the identity provider for both Storefront and the Service Portal.

D. Use Salesforce CDP, which automatically syncs profiles and authentication information across systems.

Correct Answer: AB

Identity is a feature that allows managing user authentication and access across different applications and systems. Identity can be either internal or external to Salesforce, depending on where the user credentials are stored and verified. To cover NTOs identity needs, a Solution Architect should recommend the following: Define a user registration handler to support user provisioning and authentication via social services like Google and Facebook. A user registration handler is a class in Apex code that defines the logic for creating and updating user accounts based on information from an external identity provider. A user registration handler can support user provisioning and authentication via social services like Google and Facebook, by using OAuth 2.0 protocols and OpenID Connect standards to exchange user information and tokens between Salesforce and the social services. Leverage Salesforce Identity as the identity provider to centralize authentication for both Experience Cloud and B2C Commerce in one place. Salesforce Identity is a product that allows using Salesforce as an identity provider for other applications and systems. Salesforce Identity can centralize authentication for both Experience Cloud and B2C Commerce in one place, by using single sign-on (SSO) protocols and standards to enable users to log in to both applications with the same credentials. Option C is incorrect because leveraging B2C Commerce as the identity provider for both Storefront and the Service Portal is not possible or advisable. B2C Commerce does not support acting as an identity provider for other applications or systems, as it does not support SSO protocols or standards. Option D is incorrect because using Salesforce CDP, which automatically syncs profiles and authentication information across systems, is not a valid or available option. Salesforce CDP is a product that allows creating unified customer profiles from various data sources, but it does not sync or manage authentication information across systems.

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