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B2C-Solution- Architect EXAM

Salesforce Certified B2C Solution Architect

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Question: 1

A company is implementing B2C Commerce, Service Cloud, and Marketing Cloud. The company is based in Europe and needs to be compliant with GDPR.

Which two design implementations should a Solution Architect use to ensure GDPR compliance?

Choose 2 answers

- A. Use email addresses, SMS, or other channel addresses as the contact key (subscriber key) in Marketing Cloud
- B. Use a Salesforce record ID as a single unique identifier to apply across channels and clouds
- C. Set tracking site preference for each storefront
- D. Set field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud

Answer: B, D

Question: 2

A salesperson needs to know which subscription a customer has subscribed to or unsubscribed from when reviewing their account in Sales Cloud. However, Marketing Cloud needs to honor the unsubscribe action when it sends out emails.

Which two steps should a Solution Architect take to meet these requirements?

Choose 2 answers

- A. Create a Journey activity to update the records in Sales Cloud.
- B. Create a custom preference center that updates the records in Sales Cloud.
- C. Use the out-of-the-box preference center in Marketing Cloud.
- D. Implement the Marketing Cloud Connector to ensure the unsubscribe data is synced from Sales Cloud.

Answer: C, D

Question: 3

A global pharmaceutical company wants to roll-out online shopping for customers in multiple countries and needs a quick return on investment (ROI). The company is considering how to market products from prenatal vitamins to drug therapies that improve neonatal outcomes.

Each country has its own regulations around marketing and online sales. Some countries may not allow marketing to individuals, but will allow marketing to healthcare providers and have different regulations for various channels and touchpoints. In some countries, they are allowed to use curated social content for product ratings and discussions. In addition, branding is uniquely defined in each

country so the company would like to combine ecommerce with existing content management systems.

What strategy should a Solution Architect recommend to solve these needs?

- A. B2C Commerce, Marketing Cloud, and Experience Builder with multi-Currency and translation workbench.
- B. Headless B2C Commerce. LINK cartridges. SFRA-style development with Heroku and MuleSoft.
- C. Multi-org approach with Partner and Customer Communities, B2C Commerce, Heroku, and Mulesoft for SFKA-style development.
- D. Multi-org approach with Service Cloud, LINK cartridges and translation workbench, and Partner and Customer Communities.

Answer: D

Question: 4

A company has 2,000 customers and currently services them using a call center and spreadsheets. Because of the lack of systems there is no ability to track how successful agents are. In addition, their ordering system cannot be easily accessed by service agents costing valuable time and hurting customer satisfaction.

What are two reasons a connected B2C Solution can add value to the company?

Choose 2 answers

- A. Provides a better interface for agents using Service Cloud and B2C Commerce with Heroku
- B. Allows agents to more easily access customer data to better support customers when they call in
- C. Allows agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials
- D. Increases spend ROI as fewer service agents will be needed, which can allow for more sales agents

Answer: BC

Question: 5

An organization that has B2C Commerce, Marketing Cloud, and Service Cloud has separate support teams that work with customers based on their tier level. Tier levels are based on the amount of money a customer spends. The organization wants incoming support cases to automatically route to the correct team based on their tier level.

Which two options should a Solution Architect configure to accomplish this?

Choose 2 answers

- A. Service Cloud can be extended with customer flows and Lightning Web Components to create a separate support process specifically designed for customers that are attributed a tier level.
- B. Tier levels must be calculated and attributed to customers in Marketing Cloud and then propagated to Service Cloud so that they can be used to inform how cases are routed to teams. Marketing Cloud must integrate with B2C Commerce to leverage purchase data necessary for these calculations.
- C. Case routing can be configured by configuring Service Cloud's omni-channel routine feature to

route cases to support teams based on the tier level of the customer submitting the case and the availability of agents supporting each tier level.

D. Tier levels must be calculated regularly and attributed to Contact records in Service Cloud so that the tier level can be leveraged by Service Cloud's omni-channel routing feature and synchronized back to B2C Commerce and Marketing Cloud.

Answer: B, C

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