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QUESTION 1

A company is planning a promotion during the holiday season and will include retail stores as an inventory source exposed only on their commerce storefront. However, they are concerned about the risk of overselling due to a heavily marketed pre-holiday product launch.

In which three ways should a Solution Architect define an architectural solution to both mitigate the risk of overselling and allow for a positive customer service experience in the event inventory falls short?

Choose 3 answers

- A. Use Service Cloud to text all registered customers when any product comes back in stock.
- B. Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper.
- C. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing Inventory for all, or most, of the SKU-level products in the order.
- D. Use both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock.
- E. Call real-time inventory services on product and cart pages to confirm that inventory has not changed.

Correct Answer: BCE

A real-time inventory service is a service that allows accessing and displaying the current inventory levels of products or SKUs across different locations or sources, such as warehouses or stores. A real-time inventory service can help provide accurate and consistent inventory information to customers and staff, avoid overselling or underselling products, and optimize order fulfillment and delivery processes. To define an architectural solution that both mitigates the risk of overselling and allows for a positive customer service experience in the event inventory falls short, a Solution Architect should include the following ways: Call real-time inventory services directly throughout the product grid and checkout experience to ensure accurate inventory count for every available SKU is displayed to the shopper. By calling real-time inventory services directly throughout the product grid and checkout experience, the Solution Architect can provide up-to-date and reliable inventory information to shoppers on every page where they can view or select products or SKUs. This can help prevent shoppers from adding out-of-stock items to their cart or placing orders that cannot be fulfilled. Use Order Management capabilities to support the redirection of orders placed to warehouses or stores showing inventory for all, or most, of the SKU-level products in the order. By using Order Management capabilities, such as Salesforce Order Management or B2C Commerce Order Management, the Solution Architect can support the redirection of orders placed to different locations or sources based on their inventory availability and other factors, such as cost, speed, or sustainability. This can help optimize order fulfillment and delivery processes, reduce shipping costs and delays, and increase customer satisfaction. Call real-time inventory services on product and cart pages to confirm that inventory has not changed. By calling real-time inventory services on product and cart pages, the Solution Architect can confirm that inventory has not changed since the last page load or refresh. This can help detect any discrepancies or conflicts between the displayed inventory information and the actual inventory levels, such as when another shopper has purchased the same item in the meantime. This can help avoid overselling products or disappointing customers with inaccurate inventory information. Option A is incorrect because using Service Cloud to text all registered customers when any product comes back in stock is not a way to mitigate the risk of overselling or allow for a positive customer service experience in the event inventory falls short. Service Cloud is a product that allows managing customer service interactions across different channels and systems. Service Cloud does not provide any functionality or capability related to real-time inventory services or order management. Option D is incorrect because using both B2C Commerce and Marketing Cloud to offer email notifications for products that are back in stock is not a way to mitigate the risk of overselling.

QUESTION 2

A company uses a Salesforce solution to sell one-off products and subscription-based products to its customers. However, the company wants to let customers save their payment details when buying products online using credit cards, in

order to facilitate a one-click ordering mechanism as well as an automatic payment for subscription-based item renewals.

What should a Solution Architect recommend to store payment information while still maintaining security and compliance?

- A. Store Base64 encoded payment card details.
- B. Hash and store the payment card details.
- C. Store raw payment card details on the customer's profile.
- D. Store a tokenized value for the payment card.

Correct Answer: D

This answer is correct because it is a way to store payment information while still maintaining security and compliance. A tokenized payment card is a method that replaces sensitive card data with a unique identifier or token that cannot be mathematically reversed. The actual card data is stored in a secure vault by a payment processor or gateway. This way, the company can facilitate one-click ordering and automatic payment without exposing or storing the actual card data.

References: https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_payment_processing.htm&type=5

QUESTION 3

Acme Ltd wants to Integrate B2C Commerce, Service Cloud, and Marketing Cloud. A Solution Architect was tasked with optimizing the integration by understand and which cloud is the ideal system of record for each piece of data.

Which two considerations will lead to an optimal design around systems of record?

Choose 2 answers

- A. Lifetime engagement tracking and history, other data for personalization or segmentation should be mastered in Marketing Cloud
- B. Heroku should be used to master ecommerce transactions, including order records, customer product affinity, and promotion eligibility
- C. User consent information. Customer Journey flow. Counsel and compliance preferences should be mastered in B2C Commerce
- D. Store primary attributes (name, address, birthday, phone, and email) about the customer in Service Cloud

Correct Answer: AD

Marketing Cloud should be the system of record for lifetime engagement tracking and history, as well as other data for personalization or segmentation, as it is the system that collects and analyzes the customer's interactions and behaviors across multiple channels and touchpoints. Marketing Cloud can also use features like Audience Builder and Contact Builder to create unified customer profiles and segments based on various data sources. Service Cloud

should be the system of record for storing primary attributes (name, address, birthday, phone, and email) about the customer, as it is the system that represents a person across multiple Salesforce clouds and can store and manage the customer's consent and compliance preferences using features like Individual object, Data Protection and Privacy, and Consent Management .

QUESTION 4

An existing Salesforce customer has B2C Commerce, Service Cloud, and Marketing Cloud, but none of their customer data is integrated. Marketing Cloud has around 2 million subscribers using email address as the subscriber key, B2C Commerce has 750,000 registered customers, and Service Cloud only has records for about 50,000 customers who have previously created support cases or contacted customer service.

What is the optimum sequence of events a Solution Architect should follow when integrating customer data across these systems?

- A. Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud, Enable Marketing Cloud Connect
- B. Load B2C Commerce customers into Service Cloud, Load Marketing Cloud Subscribers Into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect
- C. Load B2C Commerce customers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Marketing Cloud Subscriber Key Migration, Load Marketing Cloud Subscribers into Service Cloud, Enable Marketing Cloud Connect
- D. Marketing Cloud Subscriber Key Migration, Enable Marketing Cloud Connect, Load Marketing Cloud Subscribers into Service Cloud, Load Service Cloud Contact IDs into Marketing Cloud, Load B2C Commerce customers into Service Cloud

Correct Answer: B

This sequence of events ensures that all customer data is integrated across the systems and that Marketing Cloud uses Service Cloud Contact IDs as the subscriber key. This allows for a consistent and unified view of the customer across the Salesforce products.

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

QUESTION 5

A financial services firm with many high net-worth individuals is about to implement Service Cloud, Marketing Cloud, and Salesforce Platform. Given the nature of the individuals, they are often required to adhere to financial regulations and civil procedures in regards to their data. This often requires restricting their data processing.

Given that requirement, what are three considerations the financial services firm should be aware of when limiting data processing across these clouds? Choose 3 answers

- A. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact
- B. Consider deleting all of the customer data in order to adhere to the requirements.

- C. Restricting data within Service Cloud requires contacting a Service Cloud account representative.
- D. Export relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data.
- E. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative.

Correct Answer: ADE

These are three considerations that the financial services firm should be aware of when limiting data processing across these clouds. Removing a data processing restricted contact within Marketing Cloud requires removing the restriction first before removing the contact, as deleting a restricted contact will result in an error message. Exporting relevant customer data on Salesforce Platform so it is retained first before deleting or providing any data is a best practice for complying with data requests or regulations. Restricting data within Marketing Cloud requires contacting a Marketing Cloud account representative, as this feature is not available in the user interface.

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