B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

An organization has a product catalog containing 500,000 unique SKUs and a total customer base of approximately 3 million customers, of which 250,000 are active in a given month. In order to better understand shopper behavior and build customer marketing journeys tailored to customer personas. the organization wants to track each product view event per customer and SKU across its commerce storefront.

Which integration and data storage architecture should a Solution Architect recommend to support this goal?

A. Store as B2C Commerce custom objects and, using jobs, transfer the data to Marketing Cloud on an hourly basis.

B. Store in a Marketing Cloud Data Extension, and use the Marketing Cloud APIs to update from B2C Commerce when a product is viewed on the storefront.

C. Leverage collect.js on the B2C Commerce storefront to track product page views which can be segmented in journeys using decision splits.

D. Store as records in Salesforce Platform custom objects, and use the Salesforce APIs to update from B2C Commerce and Marketing Cloud when a product is viewed on the storefront.

Correct Answer: C

Leveraging collect.js on the B2C Commerce storefront allows the organization to track product page views and other web analytics data using Marketing Cloud\\'s Einstein Web Recommendations feature. This data can be used to segment customers in journeys using decision splits based on their product interests and behaviors.

QUESTION 2

universal Containers (DC) is seeing an increased volume of customers browsing for higher- value items across multiple brands and longer cons/deration times before customers place orders based on what is in their shopping carts. What are two tactics that a Solution Architect could recommend to understand how to optimize the checkout process\\'

Choose 2 answers

A. Create an Abandoned Cart journey by brand across all carts

B. Work with stakeholders to create a customer Journey map that improves conversions

C. Enable customer service to update and complete a cart transaction on behalf of the customer

D. Run reports on the value of cart Items and time since the last activity

Correct Answer: BD

Working with stakeholders to create a customer journey map that improves conversions and running reports on the value of cart items and time since the last activity are two tactics that a Solution Architect could recommend to understand how to optimize the checkout process. A customer journey map is a visual representation of the steps and interactions that a customer goes through when engaging with a company or brand. It can help identify pain points, opportunities, and best practices for improving conversions. Running reports on the value of cart items and time since the last activity can help analyze the shopping behavior and preferences of customers, as well as identify potential reasons for cart abandonment.

QUESTION 3

Northern Trail Outfitters (NTO) operates its website on B2C Commerce. NTO recently decided to update its Customer Service from a bespoke solution to Service Cloud.

NTO currently has around two million customer records in its B2C Commerce database that need to be migrated into Service Cloud.

What should a Solution Architect recommend to export all the customer data from B2C Commerce and import into Service Cloud without additional development7

A. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Loader.

B. Export the data using B2C Commerce APIs, and import it into Salesforce using Data Import Wizard.

C. Export the data using Business Manager, and import it into Salesforce using the Data Import Wizard.

D. Export the data using Business Manager, and import it into Salesforce using Data Loader.

Correct Answer: D

This answer is correct because it is a way to export all the customer data from B2C Commerce and import into Service Cloud without additional development. Business Manager is a tool that allows B2C Commerce administrators to export customer data in CSV format. Data Loader is a tool that allows Salesforce administrators to import data from CSV files into Salesforce objects. References: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.deman dware.dochelp/BusinessManager/ExportingCustomerData.html https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

QUESTION 4

A customer is using B2C Commerce, Marketing Cloud, Service Cloud, and Experience Cloud. They would like to leverage Salesforce CMS to create common content that can be leveraged across customer touchpoints.

Which two products can leverage Salesforce content without custom integration?

Choose 2 answers

A. Experience Cloud

B. B2C Commerce

C. Marketing Cloud

D. Service Cloud

Correct Answer: AB

Salesforce CMS is a product that allows creating, managing, and delivering content across different channels and devices. Salesforce CMS can create common content that can be leveraged across customer touchpoints, such as websites,

portals, apps, etc. The products that can leverage Salesforce content without custom integration are:

Experience Cloud: Experience Cloud is a product that allows creating branded websites and portals for customers, partners, or employees. Experience Cloud can leverage Salesforce content without custom integration, by using CMS

Connect or CMS Collections to display content from Salesforce CMS on Experience Cloud pages.

B2C Commerce: B2C Commerce is a product that allows creating ecommerce websites and storefronts for online shopping. B2C Commerce can leverage Salesforce content without custom integration, by using CMS Connect or CMS

Collections to display content from Salesforce CMS on B2C Commerce pages. Option C is incorrect because Marketing Cloud is a product that allows creating and delivering personalized marketing campaigns across different channels and

devices. Marketing Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS. Option D is incorrect because Service Cloud is a product that allows

managing customer service interactions across different channels and systems. Service Cloud cannot leverage Salesforce content without custom integration, as it requires using APIs or custom code to access content from Salesforce CMS.

References:

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

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

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

QUESTION 5

A company currently uses B2C Commerce and Service Cloud for one of its storefronts. They are now considering implementing the \\'Order on Behalf of flow. Which consideration must a Solution Architect keep in mind while implementing the \\'Order on Behalf of flow?

A. The Service Cloud Connector is not available for guests or anonymous storefront shoppers. Use Order on Behalf with registered B2C Commerce customer accounts.

B. The Service Cloud Connector enables data synchronization through SOAP services using Service Cloud and B2C Commerce. REST services are not available for such data synchronization needs.

C. The Service Cloud Connector does not require B2C Commerce to be registered as a remote site as long as the Service Cloud org and B2C Commerce realm are in the same geographic region.

D. The Service Cloud Connector can work with any valid Service Cloud user. There is no specific need for an Integration User with administrative rights.

Correct Answer: A

A is correct because the Service Cloud Connector only works with registered B2C Commerce customer accounts and does not support guests or anonymous storefront shoppers. The connector uses the customer ID to link the Service Cloud contact with the B2C Commerce customer profile. B is incorrect because the Service Cloud Connector supports both SOAP and REST services for data synchronization between Service Cloud and B2C Commerce. C is incorrect because the Service Cloud Connector requires B2C Commerce to be registered as a remote site in Service Cloud regardless of the geographic region. This is to allow outbound messages from Service Cloud to B2C Commerce. D is incorrect because the Service Cloud Connector requires a dedicated Integration User with administrative rights in both Service Cloud and B2C Commerce. This user is used to authenticate and authorize the data synchronization between the two systems. References: https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorOverview.html https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/ServiceCloud/ServiceCloudConnectorDataSynchronization.html https://docume

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