



VCE & PDF

GeekCert.com

<https://www.geekcert.com/b2c-solution-architect.html>
2024 Latest geekcert B2C-SOLUTION-ARCHITECT PDF and VCE dumps
Download

B2C-SOLUTION-ARCHITECT^{Q&As}

Salesforce Certified B2C Solution Architect





Pass Salesforce B2C-SOLUTION-ARCHITECT Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/b2c-solution-architect.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

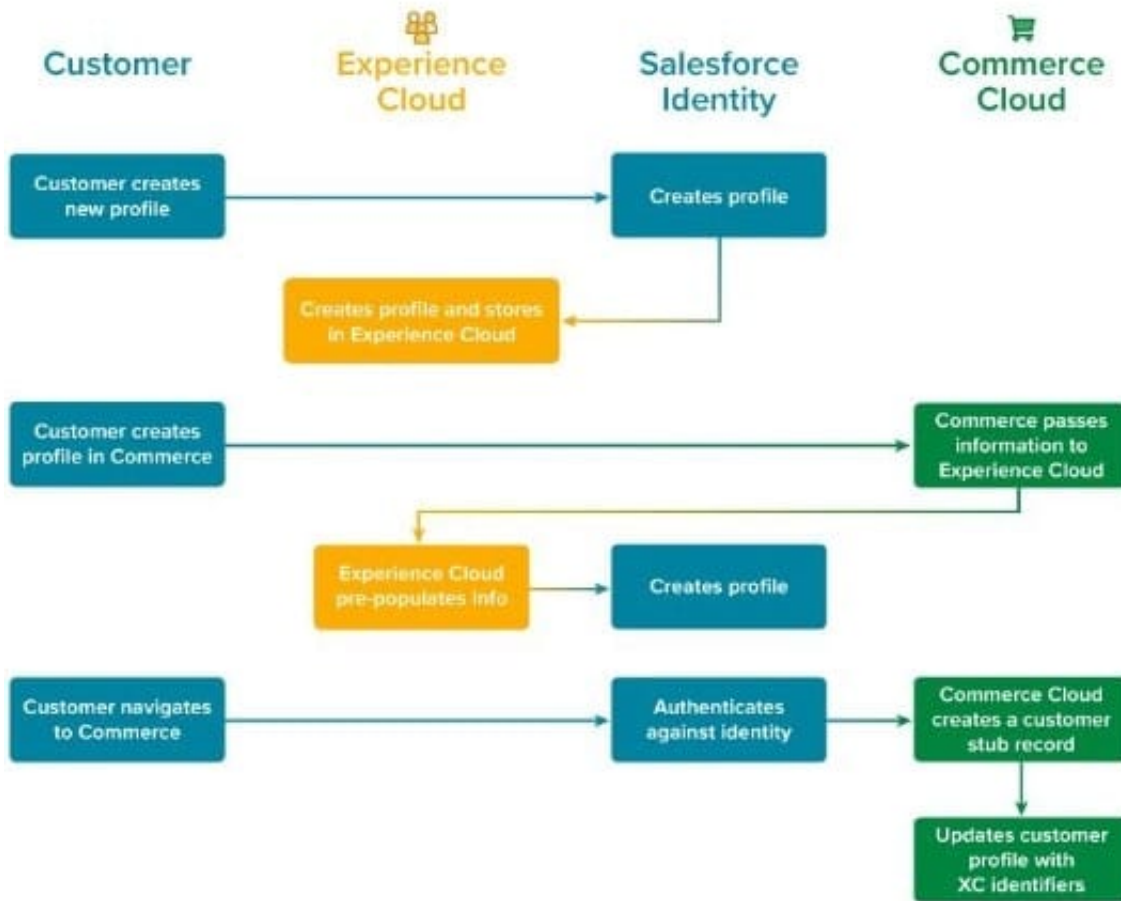
-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

Refer to the exhibit.



A beauty 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 where beauty insiders can view how-to videos, share tips, and favorite products. As part of the overall solution, the beauty brand is going to implement 82C Commerce, Experience Cloud, and Salesforce Identity.

Each beauty insider can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses.

Which application should a Solution Architect recommend to set up the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data?

- A. Salesforce Identity
- B. Service Cloud
- C. Experience Cloud
- D. B2C Commerce

Correct Answer: D



Option D is correct because B2C Commerce should be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. B2C Commerce is the first point of contact for customers who register an account before making their first purchase, and it can store and update important profile and commerce information like email, phone number, beauty preferences, and saved addresses. B2C Commerce can also integrate with Experience Cloud and Salesforce Identity to provide a consistent and secure user experience across the social community and the ecommerce site. Option A is incorrect because Salesforce Identity should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Salesforce Identity is mainly used for authentication and identity management purposes, not for storing and updating customer profile and commerce information. Salesforce Identity can also integrate with Experience Cloud and B2C Commerce to provide a single sign-on (SSO) experience for customers across the social community and the ecommerce site. Option B is incorrect because Address book should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Address book is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds. Option C is incorrect because Wishlist should not be the system of record for the primary profile after reviewing the workflow and attempting to minimize migration of customer profile data. Wishlist is not a system or an application, but rather a feature or a data element that can be stored and updated in B2C Commerce or other Salesforce clouds. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

QUESTION 2

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 development?

- 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.demandware.dochelp/BusinessManager/ExportingCustomerData.html> https://developer.salesforce.com/docs/atlas.en-us.dataLoader.meta/dataLoader/data_loader.htm

QUESTION 3

Northern Trail Outfitters (NTO) is beginning an implementation of B2C Commerce, Service Cloud, and Marketing Cloud from legacy applications. NTO's Data Management team is working on a data migration strategy and has to consider the complexity of the systems involved.



What should Marketing Cloud be the single source of truth of in this multi-cloud scenario\5

- A. Individuals attributes such as name, address, birthday, and email
- B. Customer journey flow
- C. Order history
- D. Customer product affinity

Correct Answer: B

Marketing Cloud should be the single source of truth for customer journey flow, which is the sequence of interactions that a customer has with a brand across different channels and touchpoints. Marketing Cloud can help design, execute, and optimize customer journeys using Journey Builder, which can leverage data from other systems, such as B2C Commerce or Service Cloud, to trigger or personalize journeys.

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

QUESTION 4

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

Correct Answer: BD

B. Using a Salesforce record ID as a single unique identifier to apply across channels and clouds can help ensure GDPR compliance by enabling data portability, deletion, and anonymization across systems. This can also reduce data duplication and improve data quality. D. Setting field-level encryption across B2C Commerce, Marketing Cloud, and Service Cloud can help ensure GDPR compliance by protecting sensitive data from unauthorized access or disclosure. This can also help meet the requirements of data minimization and pseudonymization.

References: https://trailhead.salesforce.com/en/content/learn/modules/gdpr_basics/gdpr_basics_principles
https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_security.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.field_level_encryption.htm&type=5

QUESTION 5

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 ora, 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>

[Latest B2C-SOLUTION-ARCHITECT Dumps](#)

[B2C-SOLUTION-ARCHITECT VCE Dumps](#)

[B2C-SOLUTION-ARCHITECT Braindumps](#)