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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

Explanation:
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. Reference:
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: 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: BD

Explanation:
B. Creating a custom preference center that updates the records in Sales Cloud can help meet the requirements by allowing customers to manage their subscription preferences and opt-in or opt-out of different email lists or publications. This can also provide more granular control over the data synchronization between Sales Cloud and Marketing Cloud. D. Implementing the Marketing Cloud Connector can help meet the requirements by enabling bi-directional data integration between Sales Cloud and Marketing Cloud. This can also allow Marketing Cloud to honor the unsubscribe status of contacts or leads in Sales Cloud when sending emails. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_unsubscribes_and_subscribers.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_custom_profile_center.htm&type=5

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 tor 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 BZC 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: B

Explanation:
A headless B2C Commerce approach can help solve the needs by decoupling the front-end presentation layer from the back-end commerce functionality. This can allow the company to leverage their existing content management systems and deliver consistent branding across different countries. LINK cartridges can help integrate B2C Commerce with third-party systems and services, such as payment providers, tax calculators, or social media platforms. SFRA-style development can help create a responsive and customizable storefront that follows best practices and standards. Heroku and MuleSoft can help build and connect custom applications and APIs that support the complex business logic and data flows

required by the global pharmaceutical company. Reference:
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_headless.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_link.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_sfra.htm&type=5
https://www.salesforce.com/products/platform/overview/
https://www.mulesoft.com/platform/enterprise-integration

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

Explanation:
B. Allowing agents to more easily access customer data to better support customers when they call in can add value to the company by improving customer satisfaction, loyalty, and retention. This can also enable agents to provide personalized recommendations, cross-sell or upsell opportunities, and proactive service based on the customer's profile, preferences, and purchase history. C. Allowing agents to use SSO to log into B2C Commerce and Service Cloud using the same credentials can add value to the company by simplifying the login process, enhancing security, and reducing administrative overhead. This can also provide a seamless user experience for agents across different systems and platforms.
Reference:
https://www.salesforce.com/products/service-cloud/overview/
https://www.salesforce.com/products/commerce-cloud/overview/
https://help.salesforce.com/s/articleView?id=sf.identity_sso.htm&type=5

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: CD

Explanation:
C. Case routing can be configured by configuring Service Cloud’s omni-channel routing 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. This can help accomplish the goal by ensuring that cases are assigned to the most qualified and available agents based on predefined criteria and rules. 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. This can help accomplish the goal by maintaining consistent and updated customer data across different systems and platforms. Reference:
https://help.salesforce.com/s/articleView?id=sf.service_presence_omnichannel_routing.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_implement_marketing_cloud_connect.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.b2c_commerce_integration.htm&type=5

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