Question 1

A company contracted with a Satesforce implementation partner. A Solution Architect and a functional architect from the partner firm met with the business and IT stakeholders in the initial business discovery workshop. During that time, the Solution Architect gathered requirements about how the system needs to function in Salesforce with data flowing to downstream systems. The company also provided sketches of a potential user interface they want to see.

Which three actions should the Solution Architect take to ensure the right solution can be delivered?

Choose 3 answers

Options:

A- Capture functional specifications that contain business processes and expectations of how they translate to user interface behavior.

B- Design the annotated wireframes of the current user interface and finalize the future state data architectures.

C- Ask the company to describe system integrations and primary source of records to support business requirements.

D- Investigate the challenges that the company is experiencing with their existing setup and understand how they expect the future solution to solve those challenges.

E- Thank the company for providing solution specifications and deliver those to the technical team.

Answer:

A, C, D

Explanation:

These answers are correct because they are part of the solution design process that a Solution Architect should follow to ensure the right solution can be delivered. Capturing functional specifications, understanding system integrations and data sources, and identifying pain points and expected outcomes are essential steps to design a solution that meets the business needs and expectations. Reference: https://trailhead.salesforce.com/en/content/learn/modules/solution-design/solution-design-process

Question 2

Question Type: **MultipleChoice**

An organization operating more than 20 beauty, personal care, and health brands wants to move from its on-premise CRM system to Service Cloud and Marketing Cloud. Because a customer's privacy and marketing preferences can vary based on the brand, the organization needs to track those preferences to run consent-based marketing campaigns.

Which consideration should a Solution Architect keep in mind with respect to consent preferences in Marketing Cloud with the consent data model?

Options:

A- A separate contact is required for each brand where consent is independently managed; the total count of contacts in Marketing Cloud can be larger than the number of individual customers.

B- When multiple brands are operated in a single org, the native relationship between Business, Brand, and Contact object helps distinguish privacy and consent preferences that vary between different brands.

C- Global consent governs all-or-nothing consent settings that should be managed on the Contact object to follow cross-cloud data strategy best practice using the contact ID as the primary key in Marketing Cloud.

D- When a subscriber unsubscribes without following the unsubscribe link provided in the message, the unsubscribe request is sent to Marketing Cloud directly and synchronized to the Salesforce Consent Data Model through Marketing Cloud Connect.

Answer:

A

Explanation:

This answer is correct because the consent data model in Marketing Cloud allows for multiple contacts per individual customer, each with their own consent preferences for different brands. This enables consent-based marketing campaigns across multiple brands in a single org. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_cab_consents.htm&type=5

Question 3

A customer has been using Marketing Cioud with their existing (non-Salesforce) ecommerce site for more than 3 years and is now implementing Service Cloud to help improve the quality of support given to their customers. While Service Cloud will be integrated with the ecommerce site and they want to use many Marketing Cloud Connect features, the customer is insisting on continuing to use the existing integration between the ecommerce site and Marketing Cloud until they move to Salesforce B2C Commerce (planned for the coming 2 years).

Which two concerns should the Solution Architect raise with the customer considering the approach they want to take?

Choose 2 answers

Options:

A- Additional Matching rules will need to be implemented in Service Cloud to ensure identities are merged before messaging in Marketing Cloud.

B- Email tracking for messages sent from the ecommerce site will not be replicated via Marketing Cloud Connect and therefore will not be visible to the Service Agents.

C- Journey Builder will need to be used to update the Contact Key directly in Marketing Cloud to ensure the existing ecommerce site integration can continue to be used.

D- Contacts may be duplicated in Marketing Cloud during the transition phase, and additional work may be required to merge identities

at a later date.

Question 4

Question Type: **MultipleChoice**

A company, currently using B2C Commerce and Service Cloud, has recently purchased and integrated Salesforce Order Management into its order flow. One of the first projects the company would like to complete is to allow its customers to purchase online and pick up their order in the store.

What flow should a Solution Architect suggest to facilitate this request'

Options:

A- B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management.

B- B2C Commerce exports the order to Service Cloud. Service Cloud passes the order information to Salesforce Order Management. Once the order is picked up by the customer, Salesforce Order Management updates the final status in Service Cloud.

C- B2C Commerce exports the order to Salesforce Order Management. Salesforce Order Management passes the order information to Service Cloud. Once the order is picked up by the customer, Service Cloud sends the final status to B2C Commerce.

D- B2C Commerce exports the order to Service Cloud and Salesforce Order Management at the same time. Once the order is picked up by the customer, Service Cloud sends the final status to Salesforce Order Management and B2C Commerce.

Answer:

A

Explanation:

This flow allows the customer to purchase online and pick up their order in the store using B2C Commerce, Salesforce Order Management, and Service Cloud. B2C Commerce exports the order to Salesforce Order Management, which handles the order orchestration and fulfillment. Salesforce Order Management passes the order information to Service Cloud, which can be used by the store staff to check the order details and availability. Once the order is picked up by the customer, Service Cloud updates the final status in Salesforce Order Management, which can trigger notifications or invoices. Reference:
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.order_mgmt_service_cloud_integration.htm&type=5

Question 5

Question Type: **MultipleChoice**

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

Options:

A- Individuals attributes such as name, address, birthday, and email

B- Customer journey flow

C- Order history

D- Customer product affinity

Answer:

B

Explanation:

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

Question 6

Question Type: MultipleChoice

Universal Containers has been using Service Cloud and recently decided to implement Marketing Cloud. There are many data quality issues in Service Cloud like duplicates and incomplete email addresses. They want to use Marketing Cloud to send personalized communications.

Which two recommendations should a Solution Architect make when suggesting a migration strategy from an existing Service Cloud implementation to a new Marketing Cloud one?

Choose 2 answers

Options:

A- Fix the data quality issues in Service Cloud before migrating to Marketing Cloud.

B- Use Customer Data Platform (CDP) to synchronize data between Service Cloud and Marketing Cloud.

C- Map Contact, Lead, and Account objects within Marketing Cloud to enable personalization.

D- Build a custom connector between Service Cloud and Marketing Cloud that will remove the duplicates.

Answer:

A, C

Explanation:

A) Fixing the data quality issues in Service Cloud before migrating to Marketing Cloud can help avoid duplicate or incomplete contacts in Marketing Cloud, which can affect the contact count, billing, and personalization. Data quality issues can be fixed by using tools such as

Question 7

Question Type: **MultipleChoice**

A B2C Commerce merchant has multiple live sites across different brands and geographies all supported by Service Cloud and Marketing Cloud. Unfortunately, the merchant is having customer service challenges caused by fragmented views of the customer. Customers occasionally use alternate email addresses, make purchases as guests, and contact customer service anonymously. The Success Manager believes that Customer Data Platform (CDP) could help them solve their problem.

How should a Solution Architect describe the role of CDP in this context7

Options:

A- CDP can be used to recognize customers as humans and extend existing records related to that human across connected systems

with a consistent Global Party ID.

B- When CDP is provisioned, B2C Commerce, Service Cloud, and Marketing Cloud will automatically use a common core Customer Profile managed by Customer 360 Data Manager.

C- CDP can be used to identify multiple records within each separate system representing the same person and assigning them a consistent Global Party ID; additional custom development is then required to relate those IDs between systems.

D- CDP cannot be used across multiple brands within a single merchant environment because the customer as human view cannot support different accounts under separate brands.

Answer:

A

Explanation:

CDP is a feature that allows creating a unified and holistic view of the customer across different systems and channels. CDP can use various identifiers, such as email, phone, or social media, to recognize customers as humans and extend existing records related to that human across connected systems, such as B2C Commerce, Service Cloud, and Marketing Cloud. CDP can also assign a consistent Global Party ID to each human, which can be used as a unique identifier across the systems. Reference: https://www.salesforceben.com/the-drip/complete-guide-to-customer-data-platforms-and-salesforce-cdp/

Question 8

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to providing customers access to their own data?

Choose 2 answers

Options:

A- Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.

B- Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.

C- Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.

D- Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.

Answer:

A, B

Explanation:

A) The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B. The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htm&type=5 https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_custom