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### QUESTION 1

Universal Containers (UC) has implemented a new ecommerce site for its resellers. UC is leveraging a multi-cloud architecture, B2B Commerce, for building the storefront and Service Cloud Web2Case for offering case management functionality to its resellers. UC notices that the case volume is extremely high and a number of resellers are raising cases for trivial issues on the B2B Commerce site.

Which two recommendations should a Solution Architect make to help resellers use the site more efficiently and lower the case volume?

Choose 2 answers

- A. Offload the number of cases received via Web2Case by using Email2Case.
- B. Implement Case Deflection.
- C. Disable anonymous users on the site.
- D. Plan and conduct User Adoption Trainings for resellers on how to use the site.

Correct Answer: AC

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### QUESTION 2

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-

sell opportunity.

Which three recommendations should a Solution Architect make to meet these needs? Choose 3 answers

- A. Create an opportunity when a customer clicks a cross-sell or upsell email link.
- B. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- C. Set up lead nurturing with Marketing Cloud and automate emails through journeys.
- D. Stop creating leads in Sales Cloud for abandoned carts.
- E. Put all leads from the abandoned carts in a queue.

Correct Answer: ABC

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### QUESTION 3

Universal Containers (UC) has its product and primary pricing in an ERP. For data consumption to other systems, the ERP is integrated to a separate third-party data warehouse. The cart-to-quote process is supported by Salesforce's multi-cloud solution spanning Sales Cloud, CPQ, and B2B Commerce.

The sales process is structured so that the customers add products to the cart through the Storefront and request a quote from UC's sales representatives. The representatives can work on the quote in CPQ and push back the updated pricing to the Storefront. The overall pipeline is tied back to opportunities and opportunity products for forecasting.

Where does UC house the system of record for its sales process?

- A. Salesforce B2B Commerce
- B. Salesforce CPQ
- C. Salesforce Sales Cloud
- D. Third-party data warehouse

Correct Answer: C

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### QUESTION 4

Universal Containers (UC) wants to ensure its field technicians are interacting with customers in a professional manner. The sales department already uses a third-party survey tool. Which action should a Solution Architect recommend for UC to enable service managers to track customer satisfaction based on the technician and the job?

- A. Use the existing survey tool by integrating the responses to the Service Appointment and Service Resource record.
- B. Build a Salesforce Survey to send out after each service appointment and integrate that data with the third-party survey tool.
- C. Select an AppExchange app that sends a survey to each customer after a work order is completed.
- D. Use the existing survey tool by integrating the responses to Case number and User record.

Correct Answer: A

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### QUESTION 5

A software solutions company has created several SaaS applications that it sells to its customers. The company would like an easier way to allow customers to renew their subscriptions each period. Today, the company has to run reports across multiple disparate systems to find out which products each customer has purchased, their usage levels, and when each customer needs to renew. Tracking and identifying when to contact customers is a very manual process and involves sales people sending emails with invoices attached. Customers often mail paper checks to the company, leading to disconnected invoicing and payment processing.

Which two products should a Solution Architect consider to resolve the subscription, invoicing, and payment issues the company is currently experiencing?

Choose 2 answers



- A. Salesforce Billing
- B. Salesforce Order Management
- C. B2B Commerce
- D. Salesforce CPQ

Correct Answer: AB

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