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QUESTION 1

A company is using Service Cloud, B2C Commerce, and Marketing Cloud to provide an end-to-end B2C solution. The company does not use MuleSoft or any other integration middleware and does not plan on using them in the near future.

The company has about 10 million customers with a growth rate of 10% year over year, On average, each customer raises 10-50 support tickets each year, Each ticket may contain multiple comments, responses, and attachments. There is a need for the service agents to have visibility on customer tickets for up to 5 years.

What approach should a Solution Architect recommend in order to deliver the desired functionality given the company\\\'s expected growth over the next 5 years, while still adhering to the platform\\\'s governor limits?

A. Capture and resolve tickets using the capabilities of Service Cloud. Archive resolved cases and related data into Heroku and display them back in Service Cloud using Salesforce Connect.

B. Capture and resolve tickets using the capabilities of Service Cloud. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.

C. Capture and resolve tickets using the capabilities of Service Cloud, Use the Service Cloud console to display cases and related data raised by a customer in the past 5 years.

D. Capture and resolve tickets using the capabilities of 852C Commerce. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.

Correct Answer: A

This approach allows the company to use Service Cloud for capturing and resolving tickets, which provides a better customer service experience than B2C Commerce. It also allows the company to archive resolved cases and related data into Heroku, which is a cloud platform that can store large amounts of data without hitting the platform\\\'s governor limits. Using Salesforce Connect, the company can display the archived data back in Service Cloud without storing it in Salesforce, thus saving storage space and costs. References: https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htmandtype=5 https://www.heroku.com/home

QUESTION 2

A company is implementing a multi-locale solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. Order confirmation emails are triggered from either B2C Commerce or Service Cloud and sent from Marketing Cloud.

What are two possible reasons why the shipping method name and description can be missing when these emails are triggered for languages other than US English, while other translated content appears correctly?

Choose 2 answers

A. The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale.

B. The subscriber in Marketing Cloud does not have a preferred locale set.

C. The locale is not set correctly in the body of the email template.

D. The ShippingMethods data extension is missing the label and description field for the corresponding locale.

Correct Answer: AD

The shipping method name and description can be missing when order confirmation emails are triggered for languages other than US English, while other translated content appears correctly, for the following possible reasons: The name and description for the shipping method are not set up correctly in B2C Commerce or Service Cloud for the requested locale. The shipping method name and description are stored as attributes in B2C Commerce or Service Cloud, and they need to be translated and localized for each supported locale. If the translation or localization is missing or incorrect, the order confirmation email may not display them properly. The ShippingMethods data extension is missing the label and description field for the corresponding locale. The ShippingMethods data extension is a table in Marketing Cloud that stores the shipping method information for each locale. It has fields for label and description that need to match the values in B2C Commerce or Service Cloud. If the fields are missing or mismatched for a certain locale, the order confirmation email may not display them properly. Option B is incorrect because the subscriber in Marketing Cloud does not need to have a preferred locale set. The locale can be determined by the order data or the storefront language. Option C is incorrect because the locale can be set correctly in the email template using AMPscript or SSJS variables. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_transactional_messaging.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_order_confirmation_email.htmandtype=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_shipping_methods_data_extension.htmandtype=5

QUESTION 3

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

A. Enable Contact to Multiple Accounts

B. Duplicate Matching Rules

C. Lightning Data Services

D. Customer Data Platform

Correct Answer: AB

Enabling Contact to Multiple Accounts allows a single contact to be related to multiple accounts, which can prevent the creation of duplicate contacts with different primary accounts. Duplicate Matching Rules can help identify and prevent duplicate records based on the criteria and actions that you specify.

QUESTION 4

A company has Person Account set up on their Sales Cloud and they now want to map subscriber data in Marketing Cloud. What should a Solution Architect recommend?

A. Sync Subscriber object.

B. A Sync Person Account object.

C. Sync Individual object.

D. Sync Contact object.

Correct Answer: B

Syncing Person Account object can help map subscriber data in Marketing Cloud when the company has Person Account set up on their Sales Cloud. This can enable bi-directional data integration between Sales Cloud and Marketing Cloud for Person Accounts, which are records that combine both Account and Contact information for individuals.

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

QUESTION 5

A retail company currently uses B2C Commerce, Service Cloud, and Marketing Cloud. The company plans to launch a winter sweepstakes campaign to attract new customers. The signup page is hosted on B2C Commerce and collects new customer details like name, phone number, and email. In order to enter the sweepstakes, the customer must sign up to receive marketing communications. In return, they will receive a coupon for 20% off their next purchase.

Which option should be defined as the data source authority for the customer attributes collected from the sweepstakes page?

A. Experience Cloud

B. Service Cloud

C. Marketing Cloud

D. B2C Commerce

Correct Answer: D

B2C Commerce should be defined as the data source authority for the customer attributes collected from the sweepstakes page, as it is the system that captures the customer data directly from the web form and validates the customer consent and compliance preferences. The other systems can consume or sync the customer data from B2C Commerce, but they should not overwrite or modify the data without the customer\\'s consent.