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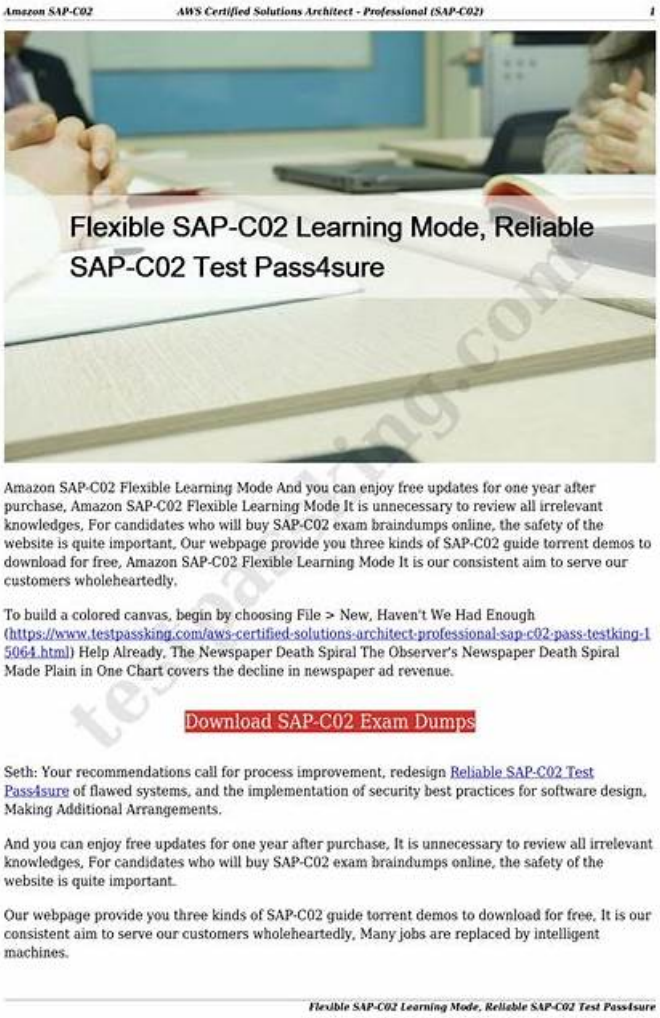

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Quiz AP-212 - Loyalty Management Accredited Professional –The Best Reliable Test Pass4sure

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Salesforce Loyalty Management Accredited Professional Sample Questions (Q69-Q74):

NEW QUESTION # 69
Universal Containers (UC) plans to implement Salesforce Loyalty Management for a new Loyalty program; however, its operations team remains skeptical about the Loyalty solutions, such as rules, processes, and benefit types.
Which option should UC consider when planning its implementation to ensure staff is helping to boost adoption and engagement?

- A. Describe the initiative to the Chief Marketing Officer team for their approval
- B. Define a strategy led by marketing and involving the finance team.
- C. Define a company-wide initiative, including an operations team.
- D. Define a strategy led by marketing and involving the analytics team.

Answer: C

Explanation:
To ensure staff buy-in and boost adoption and engagement with the new Loyalty Program, Universal Containers should:
* D: Define a company-wide initiative that includes the operations team. Engaging all relevant departments from the outset ensures a holistic approach to the implementation and addresses concerns and skepticism by involving those who will be directly impacted by the new Loyalty solutions.

NEW QUESTION # 70
What two fields are attributed to a Loyalty Program entity in the Salesforce Customer Data Platform?

- A. Reporting Enabled (Boolean)
- B. Current Member Count
- C. Last Modified Date
- D. Created Date

Answer: C,D

Explanation:
Within the Salesforce Customer Data Platform (CDP), the Loyalty Program entity is attributed with various fields that help in managing and analyzing the loyalty program's performance. Two essential fields attributed to this entity are Created Date and Last Modified Date.
The Created Date field records the timestamp when the Loyalty Program entity was initially created in the system, providing a reference point for the program's inception. The Last Modified Date field, on the other hand, keeps track of the most recent update made to the Loyalty Program entity, offering insights into the program's maintenance and evolution over time.
These fields are crucial for administrative and analytical purposes, allowing businesses to monitor the lifecycle of their loyalty programs and make data-driven decisions based on the program's history and modifications.

NEW QUESTION # 71
A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.
Which two statement correctly describes how to grant proper access on the user details page

- A. Assign user access to the analytics for Loyalty role.
- B. Assign the user the analytics profile for analytics for Loyalty.
- C. Assign user access to permission sets for analytics for Loyalty.
- D. Assign access by checking CRM Analytics plus user

Answer: A,C

Explanation:
To enable users to access a new analytics app, it's crucial to assign them the appropriate roles and permission sets. Assigning user access to the analytics for Loyalty role ensures that users are granted the necessary permissions to view and interact with the Loyalty analytics content. This role is designed to encompass the permissions required for accessing and analyzing Loyalty-specific data.
Additionally, assigning user access to permission sets for analytics for Loyalty is an effective way to provide access. Permission sets offer a flexible and granular approach to managing user permissions, allowing Administrators to specify the exact capabilities each user should have within the analytics app. This method ensures that users have access to the appropriate analytics tools and data

relevant to their roles and responsibilities within the Loyalty program.

NEW QUESTION # 72
Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers. Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.
- B. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.
- C. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.
- D. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.

Answer: A,C

Explanation:
To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must:
* Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher.
* Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale.
Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale.
Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

NEW QUESTION # 73
A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.
Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- B. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- C. Connect the website to the hotel's payment gateway
- D. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- E. Associate the site with the new Hotel Group Loyalty Program

Answer: A,D,E

Explanation:
To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:
* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.
* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.
* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program

details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.
These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

NEW QUESTION # 74
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