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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Integration: Integration is crucial for a seamless Loyalty Management experience. In this topic, Salesforce Partners determine strategies for integrating Marketing Cloud, Commerce Cloud, Service Cloud, Salesforce CDP, and external systems using API templates and endpoints.
Topic 2	<ul style="list-style-type: none">On-Going Loyalty Management: This section equips Salesforce Partners to sustain and optimize Loyalty solutions post-implementation. The topic includes leveraging analytics and dashboards, transitioning from sandbox to production, managing Loyalty campaigns, utilizing mobile app features, and resolving service-related issues.
Topic 3	<ul style="list-style-type: none">Strategies and Design: Salesforce Partners learn how Loyalty Management aligns with customers' business needs, processes, data requirements, and program parameters. This section includes identifying the appropriate Loyalty architecture, defining points and redemptions processes, benefits types, and the promotion lifecycle. Best practices for implementing Loyalty Management are also covered, ensuring practical application to real-world scenarios.
Topic 4	<ul style="list-style-type: none">Loyalty Program and Process Configuration: This section focuses on configuring the foundational and advanced features of Loyalty Programs. Salesforce Partners learn to configure tier models, member and partner management, customer incentives, and experiential features in this topic. Sub-topics also include defining promotions, eligibility rules, and personalized Loyalty pages using Experience Cloud templates. Configuring complex processing rules, user access models, and analytics dashboards equips Salesforce Partners with the expertise to deliver scalable, customer-centric Loyalty solutions.

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As the tech industry continues to evolve and adapt to new technologies, professionals who hold the Salesforce Loyalty Management Accredited Professional Exam (Salesforce-Loyalty-Management) certification are better equipped to navigate these changes and stay ahead of the curve, increasing their value to employers and clients. In today's fast-paced and ever-changing Salesforce sector, having the Salesforce Salesforce-Loyalty-Management Certification has become a necessary requirement for individuals looking to advance their careers and stay competitive in the job market.

Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q36-Q41):

NEW QUESTION # 36

The Loyalty Administrator for Northern Trail Outfitters (NTO) insider program defines tier groups- Status Tier Group with a Fixed model and period of one year.

The three tier are defined =Silver (base), Golden (next tier), and Platinum (the highest tier) Extend Expiration for this tier group is Qualifying Points Reset Date.

A member joins NTO insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16 2023. Which date would be the new Expiry date or this member after the tier is upgraded to Gold?

- A. March 16, 2020.
- B. December 31, 2024
- C. December 31, 2023
- **D. March 31 2024**

Answer: D

Explanation:

The new expiry date for the member after being upgraded to the Gold tier would be March 31, 2024. In Salesforce Loyalty Management, when a member is upgraded to a new tier, the expiry date is set based on the tier's fixed model and period. Since the member was upgraded on March 16, 2023, and the period is one year, the new expiry date aligns with the end of the month following the one-year anniversary of the upgrade, which is March 31, 2024.

NEW QUESTION # 37

A company has an existing Loyalty Program. The Salesforce Administrator has been asked to automate the current redemption process for non-qualifying points based on the products, regions, available dates and tiers.

What task does the Administrator need to complete first to implement a decision table for the redemption process?

- A. Create a flow to confirm members have points to redeem
- **B. Create an object with fields for storing redemption details**
- C. Create a decision table with input & output values
- D. Set the "Is Redeemable" flag on the Loyalty Program Currency

Answer: B

Explanation:

To automate the current redemption process for non-qualifying points based on various criteria like products, regions, available dates, and tiers, the Administrator needs to first Create a decision table with input & output values (A). A decision table in Salesforce Loyalty Management allows for the specification of complex redemption rules and conditions in a structured format, making it the foundational step in automating the redemption process. This table will define how non-qualifying points can be redeemed under different scenarios, serving as the basis for the automated redemption logic.

NEW QUESTION # 38

While designing an experiential Loyalty Program, what are the two recommended objects to be used as a best practice to track what type of activity the member has with the program?

- A. transaction Journal Type & Transaction Journal Subtype
- B. Loyalty Member Currency & Transaction Journal
- **C. Journal Type & Journal Subtype**

- D. Loyalty Ledger & Transaction Journal

Answer: C

NEW QUESTION # 39

Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information. Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- A. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- B. Create and implement a feature-rich Loyalty Member Mobile App
- C. Enable Experience Cloud and customize the Loyalty Member Portal
- D. Install the Salesforce Loyalty Member Mobile App

Answer: C

Explanation:

To provide Cloud Kicks' customer base, who are heavy mobile users, with access to member program information, the consultant should Enable Experience Cloud and customize the Loyalty Member Portal (A). Experience Cloud (formerly known as Community Cloud) allows for the creation of branded, mobile-responsive portals that can be customized to meet specific business needs, including providing loyalty program members with access to their program information, account status, rewards, and more. This approach leverages existing Salesforce capabilities and does not require the development of a new mobile app, making it a cost-effective and efficient solution.

NEW QUESTION # 40

The VP of Loyalty at Northern Trail Outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.

Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty Tiers
- B. Loyalty product Pricing
- C. Member Rewards and Benefits
- D. Loyalty Segments

Answer: A,C

NEW QUESTION # 41

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