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Salesforce Loyalty Management Accredited Professional Sample Questions (Q81-Q86):

NEW QUESTION # 81

In order to view the information pertaining to a member's recent transactions and manual adjustments on the Contact record, what are the two suggestions that an IT Administrator should propose to the Member Services team? Select two

- A. Incorporate the 'Member Summary Embedded Dashboard' on the Contact record
- B. Incorporate the 'View Member Profile' component on the Contact record
- C. Incorporate the 'Transaction Journals' related list on the Contact record
- D. Incorporate the Member Service Manager Home Dashboard on the Contact record

Answer: A,C

Explanation:

To view information pertaining to a member's recent transactions and manual adjustments on the Contact record, an IT Administrator should propose:

* Incorporate the 'Member Summary Embedded Dashboard' on the Contact record (A): This dashboard can provide a comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of their Contact record.

* Incorporate the 'Transaction Journals' related list on the Contact record (C): By adding this related list, the Member Services team can easily access detailed transaction and adjustment records associated with the loyalty program member directly from the Contact

record, facilitating quick and informed customer service interactions.

Options B and D, involving the Member Service Manager Home Dashboard and the 'View Member Profile' component, do not directly address the need to view transactional information on the Contact record.

NEW QUESTION # 82

A company has recently rolled out a Loyalty Program in the production environment in the Monitor Workflow Services from Setup, the System Administrator noticed that all the Loyalty automations that have Data Processing Engine actions are failing, but the rest of the loyalty automations are working correctly.

What is the root cause of this?

- A. The Default Workflow User is missing the Data Pipelines Base User permission set license
- B. The Default Workflow User is missing the CLAAnalytics Base User permission set license
- C. The Default Workflow User is missing the Loyalty Management permission set license
- D. The Default Workflow User is missing the CLAAnalytics Base User permission set license

Answer: B

Explanation:

The root cause of the issue where all the Loyalty automations that have Data Processing Engine actions are failing is because the Default Workflow User is missing the CLAAnalytics Base User permission set license (B). This permission set license is essential for the Default Workflow User to execute actions related to the Data Processing Engine within Salesforce Loyalty Management. Without this permission set, the user lacks the necessary access rights to run these specific automations, leading to the observed failures. Salesforce documentation on Loyalty Management would provide guidance on setting up and troubleshooting automations, including the necessary permission sets for different actions.

NEW QUESTION # 83

A new segment in Customer Data Platform (CDP) will be used for sending notification emails to members with the following requirements: - The mail is sent on the first day of the month to the members that will have their membership expire at the end of the same month, starting from the 1st of April to 30th of June

- member's expiry-date are standardized to the last day of the month.

Which two configuration options below should be used for the new segment to fulfill this segmentation requirement?

- A. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "This Month" for the "Membership Expiry Date" attribute.
- B. In "Segment Property", set "Publish Schedule" to "Don't Refresh".
- C. In "Segment Property," set "Publish Schedule" to "24 hours" and the appropriate "Start Date" and "End Date"
- D. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "Next Number of days" = 30 for the "Membership Expiry Date" attribute.

Answer: A,C

Explanation:

For this segmentation requirement, the key is to identify members whose membership will expire at the end of the current month and to ensure the segment is refreshed daily within the specified date range.

* Option B is correct because using "This Month" for the "Membership Expiry Date" attribute will accurately segment members whose memberships expire at the end of the current month.

* Option D is also correct because setting the "Publish Schedule" to "24 hours" ensures the segment is refreshed daily, capturing new members meeting the criteria as the month progresses. The "Start Date" and "End Date" should be set from the 1st of April to 30th of June to match the requirement.

* Option A is not suitable because "Don't Refresh" would prevent the segment from updating daily, which is necessary to capture new members as their membership expiry dates become relevant.

* Option C using "Next Number of days" = 30 might incorrectly include members whose memberships expire in the next 30 days from the current date, not specifically at the end of the current month.

NEW QUESTION # 84

Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program

What is the last step the Salesforce Administrator must complete?

- A. Activate the Experience Cloud site
- B. Add the relevant Experience Cloud components to the pages
- C. Associate the Loyalty Program with the site
- D. Create the Experience Cloud site

Answer: A

Explanation:

The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

NEW QUESTION # 85

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member profile
- B. Loyalty member enrollment
- C. Resetting tier points
- D. Loyalty membership merge

Answer: A,B

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The 'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

NEW QUESTION # 86

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