Salesforce-Loyalty-Management復習対策書｜高パスレート｜すぐにダウンロード

ちなみに、GoShiken Salesforce-Loyalty-Managementの一部をクラウドストレージからダウンロードできます：https://drive.google.com/open?id=1ICyB1teJYHpT6oPv4InHk-3ve4-KNaQg

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Salesforce Salesforce-Loyalty-Management 認定試験の出題範囲：

トピック	出題範囲
トピック 1	• 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.
トピック 2	• 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.
トピック 3	• 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.
トピック 4	• 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.

>> Salesforce-Loyalty-Management復習対策書 <<

Salesforce-Loyalty-Management合格体験談、Salesforce-Loyalty-

Management勉強資料

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Salesforce Loyalty Management Accredited Professional Exam 認定 Salesforce-Loyalty-Management 試験問題 (Q14-Q19):

質問＃14
Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.
What should the Salesforce Administrator set up to enable a real-time currency model?

- A. Enable Real-Time Update of Qualifying Points Balance
- B. Enable Real-Time Update of Non-Qualifying Points Balance
- C. Non-Qualifying Points updates happen in real-time by default
- D. Create a Flow to update the Points Balance field

正解：A

解説：
To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:
Option B "Enable Real-Time Update of Qualifying Points Balance." This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.

質問＃15
A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules.
Which two automations can be used to set up transactions and points accrual?

- A. Evaluation Flow
- B. Schedule-Triggered Flow
- C. Screen Flow
- D. Autolaunched Flow (No Trigger)

正解：A、B

解説：
In the context of Salesforce Loyalty Management, when setting up transactions and points accrual for a customer purchasing a ticket in an airline loyalty program, the appropriate automations are Evaluation Flow and Schedule-Triggered Flow.
* Evaluation Flow: This automation can be set up to evaluate transactions as they occur, applying loyalty program rules to determine if the transaction qualifies for point accrual and, if so, how many points should be awarded. This is crucial for real-time processing and immediate feedback to loyalty program members.
* Schedule-Triggered Flow: This type of automation is used to evaluate transactions on a scheduled basis, which can be daily, weekly, or any other predefined schedule. It is useful for batch processing transactions, such as nightly batch jobs that process all transactions from the day and apply loyalty points accordingly.
The use of Autolaunched Flow (No Trigger) and Screen Flow would not be as appropriate in this scenario.
Autolaunched Flows without a trigger require manual initiation or a programmatic event, which might not be efficient for real-time transaction processing. Screen Flows are interactive and require user input, which is not suitable for automated transaction and points accrual processing.
References to official Salesforce documentation on flows and automation in Salesforce Loyalty Management would provide further insights into how these automations can be set up and utilized effectively.

質問＃16

A loyalty Program has two existing partners, a snacks manufacture and a beverages importer. There are two new products that need to be directly associated with the respective partner products within the loyalty partner product section.

The below products have been added to the system and are available under the product objects.

Chocolate cookies, linked with product category snacks

Green soda from beverage importer

Which two steps should an Administrator take to fulfill task with the least effort?

- A. Add the partner in the lookup on the snack product
- B. Choose "Product" option and map the green soda to the partner
- C. Choose "Category" option and map the Chocolate cookies to the partner.
- D. Add the partner in the Lookup on the Chocolate cookie product.

正解：B、D

解説：

To associate the new products with their respective partners within the loyalty partner product section, the Administrator should take two steps. For the Chocolate cookies linked with the snack category, the Administrator should add the partner in the Lookup on the Chocolate cookie product. This directly associates the product with the specific partner responsible for the snack category. Similarly, for the Green soda from the beverage importer, the Administrator should choose the 'Product' option and map the Green soda to the partner. This step ensures that the beverage product is correctly associated with the beverage importer, maintaining accurate and organized tracking of partner products within the Loyalty Program. These configurations facilitate seamless management and representation of partner products within the program, enhancing the clarity and efficiency of partner product associations.

質問 # 17

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create custom objects in Loyalty
- B. Create customer integration code
- C. Create a Connected App in Platform
- D. Create Data Processing jobs

正解：C

解説：

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs.

This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

質問 # 18

Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloud solution; the clients orders are already synchronized with Loyalty Management. With the every purchase, Loyalty members will earn points. The Directory wants to have traceability of every order transaction on the Loyalty Management app.

What does the Salesforce Administrator have to do?

- A. Use the standard Order Lookup of the Transaction Journal Object
- B. Create a custom Lookup field in Transaction Journal object to save the order purchased by the Loyalty member.
- C. Create a custom text field in Transaction Journal object to save the order purchased by the client.
- D. Use standard Order Lookup on the Loyalty Ledger object

正解：A

解説：

For traceability of every order transaction in the Loyalty Management app, the Salesforce Administrator should utilize the standard

Order Lookup field of the Transaction Journal Object. This field is designed to create a direct relationship between a loyalty transaction and the corresponding commerce order, enabling clear visibility and tracking of how each order impacts loyalty points and member accounts. This setup ensures that every purchase made by Loyalty members that earns points is directly linked and traceable in the Loyalty Management application, facilitating easier tracking and management of member transactions.

質問 # 19
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Salesforce-Loyalty-Management合格体験談：https://www.goshiken.com/Salesforce/Salesforce-Loyalty-Management-mondaishu.html

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