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Salesforce Loyalty Management Accredited Professional Sample Questions (Q54-Q59):

NEW QUESTION # 54

A company has recently rolled out the Loyalty Program in the production environment. The Loyalty Manager is unable to edit any Loyalty Management objects.

What permission set license is required to edit the Loyalty Management Objects?

- A. Loyalty Management
- B. CLAAalytics Base User
- C. CLAAalytics Base Admin
- D. Data Pipelines Base User

Answer: A

Explanation:

To edit Loyalty Management objects, the "Loyalty Management" permission set license is required. This license grants users the necessary permissions to access and modify Loyalty Management-specific data and configurations.

* Option B "Loyalty Management" is the correct answer as it directly relates to the permissions needed to work with Loyalty Program configurations and objects within Salesforce.

* Options A, C, and D pertain to analytics and data pipeline functionalities and do not grant permissions to edit Loyalty Management objects.

NEW QUESTION # 55

A sports clothing and accessories retailer is setting up a new Loyalty program. The company wants an effective way to create urgency in its Loyalty program members to return to purchase and redeem their points within a specified period. The entire points balance expires if a member's last activity, including any purchase or points redemption, reaches 18 months.

What steps should a Loyalty Consultant follow to meet the retailer's requirement when implementing the new Loyalty program?

- A. Set up a Qualifying Points currency and apply the expiration model 'Fixed Model'
- B. Set up a Non-Qualifying Points currency and apply the expiration model 'Fixed Model'
- C. Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model'
- D. Set up a Qualifying Points currency and apply the expiration model 'Activity Model'

Answer: C

Explanation:

To create urgency for Loyalty program members to return and redeem their points within a specified period, where the entire points balance expires if a member's last activity reaches 18 months, the Loyalty Consultant should:

* Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model' (C): This setup allows for the expiration of Non-Qualifying Points based on member activity, specifically if there is no purchase or points redemption activity within an 18-month period. The Activity Model is used to track the last activity date and trigger expiration based on this inactivity period.

Setting up a Non-Qualifying Points currency with a 'Fixed Model' expiration (option A), a Qualifying Points currency with either 'Activity Model' (option B) or 'Fixed Model' expiration (option D), would not meet the retailer's requirement for creating urgency based on the last activity.

Salesforce documentation on Loyalty Management would provide guidance on configuring expiration models for loyalty currencies, ensuring that program objectives, such as encouraging regular member engagement, are achieved.

NEW QUESTION # 56

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Extend Expiration = no extension
- B. Tier-model = fixed
- C. Tier-model = anniversary
- D. Extend Expiration = member enrollment anniversary

Answer: A,B

Explanation:

To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure.

within the Loyalty Program.

NEW QUESTION # 57

Cloud Kicks wants to identify specific tier members to be used for a journey within Marketing Cloud. The company wants to encourage Loyalty Tier B customers to become Loyalty Tier A customers.

What objects must be synchronized into Marketing Cloud to achieve the segmentation for this audience.

- A. Contact, Account, and Opportunity
- **B. Contact, Loyalty Program Member, and Loyalty Member Tier**
- C. Contact, Member Rewards Tier, and Loyalty Member Tier and Campaign
- D. Voucher Definition, products, and Loyalty Member Tier

Answer: B

Explanation:

To segment and identify specific tier members for a journey within Marketing Cloud, it's essential to synchronize the right objects from Salesforce to Marketing Cloud. Synchronizing the 'Contact' object ensures that the basic member information is available. The 'Loyalty Program Member' object provides detailed information about the member's involvement in the loyalty program, and the 'Loyalty Member Tier' object offers insights into the member's current tier status. This setup allows for precise targeting and personalization of marketing efforts aimed at encouraging Loyalty Tier B customers to ascend to Loyalty Tier A, thereby enhancing member engagement and program value.

NEW QUESTION # 58

An airline's Loyalty program offers several ways to accrue points, including:

- * Enrollment Bonus
- * Member Referral
- * Flight Purchase
- * Additional information on the member profile.

The Salesforce Administrator must classify the different accrual transaction journals.

What should the administrator configure to meet these requirements?

- **A. Create a Journal Type for each case.**
- B. Create a custom field on transaction journal object
- C. Create a custom field on Loyalty Ledger object
- D. Create a Journal Subtype for each case.

Answer: A

Explanation:

To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program.

NEW QUESTION # 59

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