Testing Salesforce-Loyalty-Management Center | Salesforce-Loyalty-Management Exam Fee

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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 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.
Topic 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.
Topic 3	• 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	• 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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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q79-Q84):

NEW QUESTION # 79
What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Configure Loyalty Program preferences for B2C Commerce Site
- B. Configure connected app named B2C Loyalty Connector
- C. Configure connected app named B2C Commerce Loyalty Connector
- D. Install Loyalty Management for B2C Commerce Package
- E. Add Loyalty Management for Commerce Cartridge

Answer: A,B,E

Explanation:
To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:
Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.
Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.
Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.
These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

NEW QUESTION # 80
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 tiers are defined - Silver (base), Gold (next tier), and Platinum (the highest tier).
Qualifying Points reset date is set at December 31,2022, with a frequency of one year.
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 for this member after the tier is upgraded to Gold?

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

Answer: A

Explanation:
For a member who joins the NTO Insider program in the Silver tier and gets upgraded to the Gold tier on March 16, 2023, the new expiry date after the tier upgrade would be December 31, 2024 (C). This is because the tier group is defined with a Fixed Model and a Period of one year, with the Qualifying Points reset date set at December 31, 2022, and a frequency of one year. The Extend Expiration setting being tied to the Qualifying Points Reset Date means that regardless of when the tier upgrade occurs within the year, the expiration of the new tier status aligns with the annual reset date, extending to the end of the following reset period, which would be December 31, 2024.
This approach ensures that members who achieve a higher tier partway through the year enjoy the benefits of that tier for the remainder of the current year plus the entire next year, providing a full year's benefit from the point of the annual reset.

Salesforce documentation on Loyalty Management would outline the functionality and configuration options for tier groups, tier upgrades, and expiration settings, guiding administrators on setting these up to meet the program's strategic objectives and ensure clarity and fairness for members.

NEW QUESTION # 81
In which two scenarios should an Administrator use member engagement attributes?

- A. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- B. Member is eligible for 'Bonus days'' if the member constantly speeds more than $500 each month for a year.
- C. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- D. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

Answer: A,B

Explanation:
In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:
* Member is eligible for 'Bonus days'' if the member constantly spends more than $500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are
* met, trigger the bonus days reward.
* Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.
* Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):
This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.
* Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.
Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

NEW QUESTION # 82
Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

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

Answer: A,D

NEW QUESTION # 83
Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.
Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Install and configure Salesforce Marketing Cloud Contacts Connection
- B. Install and configure Marketing Cloud Connect to integrate with Loyalty Management
- C. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
- D. Design Datasets with Dataflows and the Dataset Builder

Answer: B

NEW QUESTION # 84
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