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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74

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. Autolaunched Flow (No Trigger)
- D. Screen Flow

Answer: A,B

Explanation:

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.

NEW QUESTION # 75

An IT Administrator has received a request from the Customer Service team to enable agents to view the Loyalty Program Member information on a Case record in Service Cloud.

What steps should the Administrator take to configure this?

- A. On the Case Page Layout, the 'View Related Membership' action should be added to the Highlights panel and the Loyalty information to be displayed should be selected
- B. On the Case Page Layout, the 'View Member Profile' component should be added and the required Related Lists from Loyalty Program Member should be selected
- C. On the Case Page Layout, the Related Record component should be added with the 'First Lookup' selected as the 'Loyalty Program Member'
- D. On the Case Page Layout, the Loyalty Program Member Related Lists are available and should be directly embedded to show the Loyalty information

Answer: B

Explanation:

To enable agents to view Loyalty Program Member information on a Case record in Service Cloud, the IT Administrator should On the Case Page Layout, add the 'View Member Profile' component and select the required Related Lists from Loyalty Program Member (B). This component allows for the display of relevant Loyalty Program Member information directly within the context of a Case record, enhancing the service agent's ability to access pertinent loyalty information while managing customer cases.

NEW QUESTION # 76

Ursa Major Solar has recently rolled out its Loyalty Program. The customer support agents need access to Loyalty Program Member's information. The System Administrator at Ursa Major Solar has placed the Loyalty Members Profile Cards on the Lightning Record Page, and all access is granted; however, it is still not visible on the page.

What setting is missing and preventing the visibility of the pages?

- A. Setup the Member Summary Embedded Dashboard
- B. Setup the Member Preferences Embedded Dashboard
- **C. Setup the Loyalty Program as Primary**
- D. Setup the Member NPS Dashboard

Answer: C

Explanation:

In Salesforce Loyalty Management, visibility issues of components such as the Loyalty Members Profile Cards on the Lightning Record Page can often be traced back to configuration settings related to the Loyalty Program itself. While options A, B, and D mention various dashboards (Member Summary, Member Preferences, and Member NPS), these are not directly related to the visibility of profile cards on the Lightning Record Page.

The correct setting that is likely missing and preventing the visibility of the Loyalty Members Profile Cards is the configuration of the Loyalty Program as Primary. This setting is crucial because it defines which Loyalty Program is considered the main one for the organization. Without setting a Loyalty Program as Primary, Salesforce might not properly display related components, such as the Loyalty Members Profile Cards, due to a lack of context about which program's information should be displayed.

In Salesforce, the concept of a "Primary" program is used in various contexts to denote the main or default record among multiple. Similarly, in the context of Loyalty Management, setting a Loyalty Program as Primary ensures that its related data and components are given precedence and are properly displayed in the user interface, including on Lightning Record Pages.

For reference, Salesforce documentation on Loyalty Management typically covers the setup and configuration of Loyalty Programs, including how to designate a program as Primary. Although the exact steps can vary based on the Salesforce release and customizations, administrators typically need to navigate to the Loyalty Management settings or related setup area, find the specific Loyalty Program configuration section, and select an option or checkbox to designate a program as the Primary Loyalty Program for the organization.

NEW QUESTION # 77

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

- **A. Use existing Experience Cloud components to handle the same design and functionalities.**
- B. Assign the existing Loyalty Member Portal to the new Loyalty Program too.
- C. Create new Experience Cloud Components for the new Loyalty Member Portal.
- **D. Create a new Loyalty Member Portal and assign it to the new Loyalty Program**

Answer: A,D

Explanation:

When implementing a new Loyalty Program while retaining the design and functionalities of an existing Loyalty Member Portal built with the Loyalty Experience Cloud template, Universal Containers should consider:

Option B: Utilizing existing Experience Cloud components to ensure consistency in design and functionality. This approach leverages the reusable nature of Experience Cloud components, allowing for efficient replication of the portal's look and feel without the need for extensive redevelopment.

Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

NEW QUESTION # 78

Northern Trail, outfitters (NTO) needs to process tier assessment rules on its member's anniversary date NTO wants to set up a Data Process Engine that transforms the data that is available in Salesforce and writes back the transformation results as new or

updated records.

Which Kind of permission Set is required to enable the Data Processing Engine definitions?

- A. Data Pipelines Base User
- B. Rule Engine Designer
- C. Loyalty Analytics admin
- D. CLAAnalytics Base Admin

Answer: A

NEW QUESTION # 79

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