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

NEW QUESTION # 81

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

Answer: A,D

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 # 82

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Transaction Journal Related List, Linked to Loyalty Program Member
- B. On the Voucher Related List, linked to Loyalty Program member
- **C. On the Member Benefit Related List, linked to Loyalty Program Member**
- D. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member

Answer: C

Explanation:

Personalized benefits for each Loyalty Program member can be displayed On the Member Benefit Related List, linked to Loyalty Program Member (B). This related list can be configured on the Loyalty Program Member page layout to show the specific benefits that a member is entitled to, based on their tier and personalized criteria. This setup allows for a clear and organized display of benefits, making it easy for members and administrators to understand the perks associated with each member's status.

NEW QUESTION # 83

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DPE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

- **A. Create a copy of the reset qualifying points DPE template.**
- B. Create a copy of the expire activity based non-qualifying points DPE template.
- C. Create a copy of the expire fixed non-qualifying points DPE template.
- D. Create a new data-processing engine from scratch / by first principle.

Answer: A

Explanation:

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

* Option A "Create a copy of the reset qualifying points DPE template." This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration.

NEW QUESTION # 84

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 Chocolate cookie product.**

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

Answer: A,C

Explanation:

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.

NEW QUESTION # 85

A large retail company wants to award its customers 500 points when they join the Loyalty Program. Which two configuration tasks below will be required to enable this type of award?

- A. Create a Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.
- B. Create a Process rule that awards 500 points when the Activity Type ='Enrollment'.
- C. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.
- D. Create a Transaction Journal with an Activity type of "Enrollment" that needs to be created when the customer signs up to join the Loyalty Program

Answer: B,D

Explanation:

To award customers 500 points upon joining the Loyalty Program, two key configuration tasks are required. Firstly, a Transaction Journal with an Activity type of 'Enrollment' should be created to record the act of a customer signing up for the Loyalty Program. This transaction journal serves as a record of enrollment activities and is essential for tracking new members. Secondly, a Process Rule needs to be created that awards 500 points when the Activity Type equals 'Enrollment'. This process rule automates the awarding of points to new members, ensuring that each new enrollment triggers the addition of 500 points to the member's account. This setup ensures a standardized and automated approach to rewarding new members, enhancing the member experience from the outset.

NEW QUESTION # 86

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