

Salesforce Salesforce-Loyalty-Management認定テキスト & Salesforce-Loyalty-Management一発合格



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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	継続的なロイヤルティ管理: このセクションでは、Salesforce パートナーが実装後にロイヤルティ ソリューションを維持および最適化できるようにします。トピックには、分析とダッシュボードの活用、サンドボックスから本番への移行、ロイヤルティ キャンペーンの管理、モバイル アプリ機能の活用、サービス関連の問題の解決などが含まれます。
トピック 2	ロイヤルティ プログラムとプロセスの構成: このセクションでは、ロイヤルティ プログラムの基本機能と高度な機能の構成に焦点を当てます。Salesforce パートナーは、このトピックで階層モデル、メンバーとパートナーの管理、顧客インセンティブ、体験機能の構成方法を学習します。サブトピックには、Experience Cloud テンプレートを使用したプロモーション、資格ルール、パーソナライズされたロイヤルティ ページの定義も含まれます。複雑な処理ルール、ユーザー アクセス モデル、分析ダッシュボードを構成することで、Salesforce パートナーは、スケーラブルで顧客中心のロイヤルティ ソリューションを提供する専門知識を身に付けることができます。
トピック 3	統合: シームレスなロイヤルティ管理エクスペリエンスを実現するには、統合が不可欠です。このトピックでは、Salesforce パートナーが API テンプレートとエンドポイントを使用して、Marketing Cloud、Commerce Cloud、Service Cloud、Salesforce CDP、および外部システムを統合するための戦略を決定します。
トピック 4	戦略と設計: Salesforce パートナーは、ロイヤルティ管理が顧客のビジネス ニーズ、プロセス、データ要件、プログラム パラメータとどのように連携するかを学びます。このセクションでは、適切なロイヤルティ アーキテクチャの特定、ポイントと引き換えプロセス、特典の種類、プロモーション ライフサイクルの定義について説明します。ロイヤルティ管理を実装するためのベストプラクティスも取り上げ、実際のシナリオに実際に適用できるようにします。

Salesforce-Loyalty-Management一発合格、Salesforce-Loyalty-Management コンポーネント

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Salesforce Loyalty Management Accredited Professional Exam 認定 Salesforce-Loyalty-Management 試験問題 (Q70-Q75):

質問 # 70

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)
- B. Chose relevant account name to Associate to the program> Set program partner type to 'Both' (Accrual and Redemption)
- C. Enter the program partner name > Associate to an account> Set program partner type to 'Both' (Accrual and Redemption)
- D. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)

正解: C

解説:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:

* Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A):

This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

質問 # 71

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Chose relevant account name to Associate to the program> Set program partner type to 'Both' (Accrual and Redemption)
- B. Enter the program partner name > Associate to an account> Set program partner type to 'Both' (Accrual and Redemption)
- C. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- D. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)

正解: B

解説:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:

Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A):

This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

質問 # 72

A company's Marketing Team needs to set up a promotion and use Promotion Market Segments where members of a specific age range and with expressed preferences will benefit from this promotion.

What is the recommended solution for the team to set up the Promotion Market Segments?

- A. Salesforce Customer Data Platform
- B. Salesforce Reports and Dashboards
- C. Salesforce Marketing Cloud
- D. Custom coded solution

正解: A

解説:

To set up Promotion Market Segments for members within a specific age range and with certain preferences, the recommended solution is:

D: Salesforce Customer Data Platform (CDP), which allows for the creation of detailed segments based on a wide range of criteria, including demographic data and expressed preferences.

質問 # 73

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than \$200.

* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

- A. "Gold" tier member with the transaction amount is $\geq$ \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- B. "Blue" tier member with any transaction amount is $\leq$ \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- C. "Gold" tier member with the transaction amount is $\geq$ \$200, then "Outcome": tier-qualifying multiplier = 2
- D. "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.
- E. "Gold" tier member with the transaction amount is $\geq$ \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.

正解: A、D、E

質問 # 74

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App.

Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- A. Loyalty Tier Group
- B. Change Reason Type
- C. Loyalty Tier
- D. Reason for Change

正解: B、D

解説:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

質問 # 75

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