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Salesforce Loyalty Management Accredited Professional Sample Questions (Q105-Q110):

NEW QUESTION # 105
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. Design Datasets with Dataflows and the Dataset Builder
- D. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs

Answer: B

Explanation:
To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:
* Option D: Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data and the automation of personalized email campaigns to Loyalty Program members.

NEW QUESTION # 106

A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.
Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- B. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- C. Connect the website to the hotel's payment gateway
- D. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- E. Associate the site with the new Hotel Group Loyalty Program

Answer: A,B,E

Explanation:
To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:
* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.
* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.
* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.
These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

NEW QUESTION # 107

The VP of Loyalty at Northern Trail outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.
Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty Tiers
- B. Member Rewards and Benefits
- C. Loyalty product Pricing
- D. Loyalty Segments

Answer: A,B

Explanation:
When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:
* Loyalty Ledger & Transaction Journal (A): The Loyalty Ledger tracks the overall balance of a member's points or currencies, while the Transaction Journal records all point-related transactions, including accruals, redemptions, and adjustments. Together, these objects provide a comprehensive view of a member's interactions and engagements with the loyalty program.

* Journal Type & Journal Subtype (D): These objects allow for the categorization and sub-categorization of transactions within the Transaction Journal, making it possible to track different types of member activities and engagements within the program, such as event attendance, purchases, or other actions.

Options B (Loyalty Member Currency & Transaction Journal) and C (Transaction Journal Type & Transaction Journal Subtype) are partially correct but do not fully capture the recommended best practices for tracking member activities in an experiential loyalty program.

Salesforce documentation on Loyalty Management would detail the use of these objects and best practices for tracking and managing member activities within a loyalty program, ensuring a rich and engaging member experience.

NEW QUESTION # 108

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

Answer: C,D

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 # 109

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. Choose "Product" option and map the green soda to the partner
- B. Choose "Category" option and map the Chocolate cookies to the partner.
- C. Add the partner in the Lookup on the Chocolate cookie product.
- 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 # 110

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