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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.
Topic 3	<ul style="list-style-type: none"> 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 4	<ul style="list-style-type: none"> • 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.
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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q73-Q78):

NEW QUESTION # 73

Northern Trail Outfitters, wants to implement its new Loyalty Program. The Chief Marketing Officer wants to offer the following benefits to customers:

- * Award points to the customer that can be redeemed for products in the store
- * Gamify customers that spend the most to receive exclusive benefits.

What three elements should the Administrator configure?

- **A. Set up a tier system based on a cumulative spending value**
- **B. Set up promotions**
- **C. Set up one qualifying currency**
- D. Set up one qualifying currency and a non-qualifying currency
- E. Set up vouchers for specific products

Answer: A,B,C

Explanation:

For Northern Trail Outfitters ' Loyalty Program offering, the Administrator should configure:

- * B:One qualifying currency to track points that can be redeemed for products.
- * C:A tier system based on cumulative spending to gamify and reward top spenders with exclusive benefits.
- * E:Promotions to create special offers or rewards that can enhance the Loyalty Program ' s appeal and engagement.

Reference: Salesforce Loyalty Management documentation outlines how to set up currencies, tiers, and promotions to structure a comprehensive Loyalty Program tailored to specific business goals.

NEW QUESTION # 74

Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data across many Loyalty Management objects?

- A. Quick Actions
- B. Decision Table
- **C. Data Processing Engine**
- D. Batch Management

Answer: C

NEW QUESTION # 75

Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers. Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.
- **B. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.**
- C. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- D. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.

Answer: B

NEW QUESTION # 76

Which set of features should a Consultant check before setting up expanded partner management?

- A. Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- B. Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies
- C. Advanced license, Partner Ledgers, Partner Transactions, Billing Type
- **D. Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies**

Answer: D

Explanation:

Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:

* Option C: An "Advanced" license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.

* "PostPaid Billing Type," indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program.

* "Partner Ledgers," which are necessary for tracking financial transactions and point exchanges with partners.

* "Partner Conversion Factor for Currencies," enabling the management of loyalty points and currency conversion across different geographies and partner locations.

These features collectively support the expanded management of partner relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

Reference: Salesforce Loyalty Management documentation on partner management provides insights into the features and configurations required for setting up and managing complex partner relationships within Loyalty Programs.

NEW QUESTION # 77

How is Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits made available in Salesforce CDP?

- **A. Configure Loyalty Management Bundle Data Mappings.**
- B. Configure the Loyalty Data Accelerator Package.
- C. Ensure Loyalty data is enabled and mapped in the CDP daily.
- D. Configure Loyalty data in the CDP through S3 buckets (Cloud).

Answer: A

Explanation:

Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits, is made available in Salesforce CDP through Configure Loyalty Management Bundle Data Mappings (D). This approach involves setting up specific data mappings within Salesforce CDP to ensure that data from Loyalty Management is correctly ingested, transformed, and made available within CDP for further analysis and segmentation.

NEW QUESTION # 78

