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Salesforce Loyalty Management Accredited Professional Sample Questions (Q80-Q85):

NEW QUESTION # 80
A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.
A solution was proposed to draft a design using a journey process to send the notification email and a new custom object named

"Member TierUpdate_ c" that stores the members that are qualified for a tier upgrade.
Which data source options within the journey should a Consultant use to fulfill this design?

- A. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"
- B. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"
- C. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource
- D. "Salesforce Data" as the Entry Source, "Contact" object as the data-source

Answer: A

Explanation:
For integrating a custom object "Member TierUpdate_c" with a journey in Salesforce Marketing Cloud for real-time tier change notifications, the correct data source option is:
* Option D "Salesforce Data" as the Entry Source, with the custom object "Member TierUpdate_c" as the data source. This option allows for real-time triggering of journeys in Marketing Cloud based on updates to Salesforce records, in this case, the "Member TierUpdate_c" object which tracks tier upgrades.
* Options A and B do not correctly target the custom object designed to track tier changes.
* Option C, using a "Data-Extension," would not provide the real-time integration needed for immediate email notifications upon tier changes.

NEW QUESTION # 81
A sports clothing and accessories retailer is setting up a new Loyalty program. The company wants an effective way to create urgency in its Loyalty program members to return to purchase and redeem their points within a specified period. The entire points balance expires if a member's last activity, including any purchase or points redemption, reaches 18 months.
What steps should a Loyalty Consultant follow to meet the retailer's requirement when implementing the new Loyalty program?

- A. Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model'
- B. Set up a Non-Qualifying Points currency and apply the expiration model 'Fixed Model'
- C. Set up a Qualifying Points currency and apply the expiration model 'Activity Model'
- D. Set up a Qualifying Points currency and apply the expiration model 'Fixed Model'

Answer: A

Explanation:
To create urgency for Loyalty program members to return and redeem their points within a specified period, where the entire points balance expires if a member's last activity reaches 18 months, the Loyalty Consultant should:
* Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model' (C): This setup allows for the expiration of Non-Qualifying Points based on member activity, specifically if there is no purchase or points redemption activity within an 18-month period. The Activity Model is used to track the last activity date and trigger expiration based on this inactivity period.
Setting up a Non-Qualifying Points currency with a 'Fixed Model' expiration (option A), a Qualifying Points currency with either 'Activity Model' (option B) or 'Fixed Model' expiration (option D), would not meet the retailer's requirement for creating urgency based on the last activity.
Salesforce documentation on Loyalty Management would provide guidance on configuring expiration models for loyalty currencies, ensuring that program objectives, such as encouraging regular member engagement, are achieved.

NEW QUESTION # 82
An upset customer calls Universal Containers about the free t-shirt they were supposed to receive when enrolling in its program. The support agent verifies that the t-shirt is out of stock and decides to compensate the customer with a 50% discount valid for one year.
What should the agent do to ensure the customer receives the 50% discount?

- A. Use the "issue Voucher" flow template.
- B. Use Issue voucher from the Loyalty Program Member page.
- C. Assign a voucher definition from the customer's Loyalty Program Member.
- D. Activate the voucher assignment batch.

Answer: A

Explanation:
When a support agent needs to compensate a customer with a 50% discount for an out-of-stock item, such as the free t-shirt in this

scenario, the best course of action within Salesforce Loyalty Management is to use the
"Issue Voucher" flow template (A).
* Use the "Issue Voucher" flow template: This flow template is designed to streamline the process of issuing vouchers directly to loyalty program members. It allows for the customization of the voucher's value, conditions, and validity, making it an ideal solution for offering a 50% discount valid for one year to the upset customer.
* The options B, C, and D, such as activating the voucher assignment batch, issuing a voucher from the Loyalty Program Member page, or assigning a voucher definition from the customer's Loyalty Program Member page, are not as straightforward or appropriate for this specific customer service scenario. The
"Issue Voucher" flow template is explicitly designed for such cases, providing a guided, efficient, and customer-centric approach to voucher issuance.
The official Salesforce documentation on Loyalty Management provides detailed instructions and best practices on using flow templates, including the "Issue Voucher" flow, to enhance customer experience and satisfaction within a loyalty program.

NEW QUESTION # 83
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. Design Datasets with Dataflows and the Dataset Builder
* C. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
* D. Install and configure Marketing Cloud Connect to integrate with Loyalty Management

Answer: D

NEW QUESTION # 84
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* D. Install and configure Marketing Cloud Connect to integrate with Loyalty Management

Answer: D

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 # 85
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