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Salesforce Loyalty Management Accredited Professional Sample Questions (Q19-Q24):

NEW QUESTION # 19

A company has an existing Loyalty Program, and the marketing team wants to start awarding 10% discounts and 100 points to new

members upon sign-up.

What does the Program Administrator need to do for a new member to earn this promotion?

- A. Create an autolaunched flow using Transaction Journal, Loyalty Ledger, and Get Loyalty Promotions for Transactions
- **B. Create a record triggered flow using Journal Type, Journal SubType, Transaction Journal, Credit Points action and Issue Voucher action**
- C. Create a record triggered flow using Journal Type, Journal SubType, Transaction Journal, and Process O Member Benefit Action
- D. Create an autolaunched flow using Journal Type, Journal SubType, Transaction Journal, Credit Points ° action, and Issue Voucher action

Answer: B

Explanation:

To award new members with a 10% discount and 100 points upon sign-up, the Program Administrator should:

* B: Create a record-triggered flow using Journal Type, Journal SubType, Transaction Journal, Credit Points action, and Issue Voucher action. This flow will automate the process of crediting points and issuing discount vouchers to new members as part of the promotion.

NEW QUESTION # 20

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

Answer: A,C,D

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.

NEW QUESTION # 21

Northern Trail Outfitters (NTO) has launched a new promotion, which gives a hat and a pair of gloves to each member of the Loyalty Program that bought a coat in winter. However, winter has arrived, and the reports are missing information about the voucher definition of hat and gloves associated with any existing voucher and have found that there are transactions that contain the coat product.

Which two options should the Loyalty Administrator review to verify why the promotion vouchers associated with the members who have bought coats are missing?

- **A. That the promotion has been created with the characteristics, correct dates, and the associated Voucher Definition.**
- **B. That the flow is active and has been created to apply the promotion.**
- C. That the promotion has specified the Current Liability Amount.
- D. That the member is a campaign member of the promotion campaign.

Answer: A,B

Explanation:

To address the issue of missing promotion vouchers for members who purchased coats, the Loyalty Administrator should review:

* A: Ensure the promotion has been accurately created with the right characteristics and dates, and that the Voucher Definition is correctly associated. This verifies that the promotion is set up to trigger the desired rewards (hat and gloves) for qualifying purchases

(coat).

* C: Confirm that the flow intended to apply the promotion is active and properly configured. This flow is responsible for detecting qualifying transactions and applying the voucher to the member's account.

NEW QUESTION # 22

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- A. Team Performance Dashboard
- B. Member Services Manager Home Dashboard
- C. Program Manager Home Dashboard
- **D. Loyalty Member Services Dashboard**

Answer: D

Explanation:

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

* Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and modifications made by agents. It provides insights into agent

* performance and service quality in the context of loyalty member services.

The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard (option B), and Team Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center agent performance.

NEW QUESTION # 23

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?

Select three

- A. Automatically Generate a New Individual Relationship
- **B. Transmit Loyalty Promotion Segments to Marketing Cloud**
- **C. Activate and Publish the Segment**
- **D. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.**

Answer: B,C,D

Explanation:

To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:

* Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.

* Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.

* Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.

Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

NEW QUESTION # 24

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