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# Salesforce Loyalty Management Accredited Professional Sample Questions (Q48-Q53):

## NEW QUESTION # 48

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

**Answer: A,B,E**

## NEW QUESTION # 49

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

**Answer: A**

Explanation:

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.

**NEW QUESTION # 50**

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 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 promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.
- 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 voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.

**Answer: A,B**

Explanation:

To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must:

* 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 (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher.

* Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale.

Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale.

Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

**NEW QUESTION # 51**

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

**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 # 52**

In order to view the information pertaining to a member's recent transactions and manual adjustments on the Contact record, what are the two suggestions that an IT Administrator should propose to the Member Services team? Select two

- A. Incorporate the 'Member Summary Embedded Dashboard' on the Contact record
- B. Incorporate the 'View Member Profile' component on the Contact record

- C. Incorporate the Member Service Manager Home Dashboard on the Contact record
- D. Incorporate the 'Transaction Journals' related list on the Contact record

**Answer: A,D**

Explanation:
To view information pertaining to a member's recent transactions and manual adjustments on the Contact record, an IT Administrator should propose:
* Incorporate the 'Member Summary Embedded Dashboard' on the Contact record (A): This dashboard can provide a comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of their Contact record.
* Incorporate the 'Transaction Journals' related list on the Contact record (C): By adding this related list, the Member Services team can easily access detailed transaction and adjustment records associated with the loyalty program member directly from the Contact record, facilitating quick and informed customer service interactions.
Options B and D, involving the Member Service Manager Home Dashboard and the 'View Member Profile' component, do not directly address the need to view transactional information on the Contact record.

**NEW QUESTION # 53**

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