

New Salesforce-Loyalty-Management Exam Sample & Answers Salesforce-Loyalty-Management Free



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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

| Topic | Details |
|---------|--|
| Topic 1 | <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 2 | <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 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. |

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| 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 (Q103-Q108):

NEW QUESTION # 103

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

Answer: B,C,D

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 members.

* 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 information.

* 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 customizations.

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 # 104

Cloud kicks wants to identify specific tier members to be used for a journey within Marketing Cloud. The company wants to encourage Loyalty Tier B customers to become Loyalty Tier A customers.

What objects must be synchronized into Marketing Cloud to achieve the segmentation for this audience.

- A. Contact, Member Rewards Tier, and Loyalty Member Tier and Campaign
- B. Contact, Account, and Opportunity

- C. Contact Loyalty Program Member, and Loyalty Member Tier
- D. Voucher Definition, products, and Loyalty Member Tier

Answer: C

NEW QUESTION # 105

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member enrollment
- B. Loyalty member profile
- C. Loyalty membership merge
- D. Resetting tier points

Answer: A,B

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The 'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

NEW QUESTION # 106

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 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.
- B. 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.
- C. 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.
- D. 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.

Answer: A

NEW QUESTION # 107

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

Answer: C,D

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 # 108

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