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Salesforce Loyalty Management Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57
A company has an existing Loyalty Program. The Salesforce Administrator has been asked to automate the current redemption process for non-qualifying points based on the products, regions, available dates and tiers.
What task does the Administrator need to complete first to implement a decision table for the redemption process?

- A. Create a flow to confirm members have points to redeem

- B. Create an object with fields for storing redemption details
- C. Create a decision table with input & output values
- D. Set the "Is Redeemable" flag on the Loyalty Program Currency

Answer: B

Explanation:
To automate the current redemption process for non-qualifying points based on various criteria like products, regions, available dates, and tiers, the Administrator needs to first Create a decision table with input & output values (A). A decision table in Salesforce Loyalty Management allows for the specification of complex redemption rules and conditions in a structured format, making it the foundational step in automating the redemption process. This table will define how non-qualifying points can be redeemed under different scenarios, serving as the basis for the automated redemption logic.

NEW QUESTION # 58

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 Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.
- 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: C,D

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 # 59

What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

- A. Use the out-of-the-box 'Reset Qualifying Points" data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.
- B. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire
- C. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation
- D. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expired reset Period at the Group Level and rese the points using the out-of-the-box Reset point flow action

Answer: A

NEW QUESTION # 60
How should a Loyalty Management consultant integrate Marketing Cloud with Loyalty Management in order to create journeys for promotions?

- A. Use Marketing Cloud Connect
- B. Use Marketing Cloud Server-Side JavaScript
- C. Use Salesforce Customer Data Platform
- D. Use Custom Apex code via a middleware ETL tool

Answer: A

Explanation:
To integrate Marketing Cloud with Loyalty Management for creating journeys for promotions, the most effective method is:
* Option D "Use Marketing Cloud Connect." Marketing Cloud Connect integrates Salesforce CRM data with Marketing Cloud, allowing for the creation of targeted, personalized journeys based on Salesforce data, including Loyalty Management data.

NEW QUESTION # 61
A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.
Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Non-Qualifying Points and Qualifying Points
- B. Fixed Model and Qualifying Points
- C. Non-Qualifying Points and Activity Points
- D. Fixed Model and Activity Model

Answer: A

Explanation:
Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:
* Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for
* redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities.
Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.
Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

NEW QUESTION # 62
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