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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<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.

Topic 2	<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 3	<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 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 (Q44-Q49):

NEW QUESTION # 44

The existing Loyalty Program would need to have its "members-record" transferred from an SQL database into a new Salesforce Loyalty Management org, where its members' records are kept within a datatable named "tbl_Member" with the following data contents:

- * the program member's personal particular and contact information
- * member's current-tier value
- * member's tier-points

Which object combinations should be used for data migration of the source's member records into the Loyalty Member org?

- A. "LoyaltyProgramMember", "LoyaltyTier", "LoyaltyProgramCurrency", "Contact" and "Account" Object.
- B. "LoyaltyProgramMember", "LoyaltyTier", "LoyaltyMemberCurrency", "Contact" and "Account" Object.
- C. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyMemberCurrency", "Contact" and "Account" Object.
- D. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyProgramCurrency", "Account" Object.

Answer: C

Explanation:

For migrating "members-record" from an SQL database into Salesforce Loyalty Management, the correct combination of objects to use is:

* D: "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyMemberCurrency", "Contact", and "Account" Object. This combination covers all necessary aspects of Loyalty Program members' records, including personal information, tier status, and point balances.

Reference: Salesforce Loyalty Management documentation on data model and object relationships provides a comprehensive

overview of how different aspects of Loyalty Program members' information are structured within the Salesforce ecosystem.

NEW QUESTION # 45

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Tier-model = fixed
- B. Tier-model = anniversary
- C. Extend Expiration = member enrollment anniversary
- D. Extend Expiration = no extension

Answer: A,D

Explanation:

To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure within the Loyalty Program.

NEW QUESTION # 46

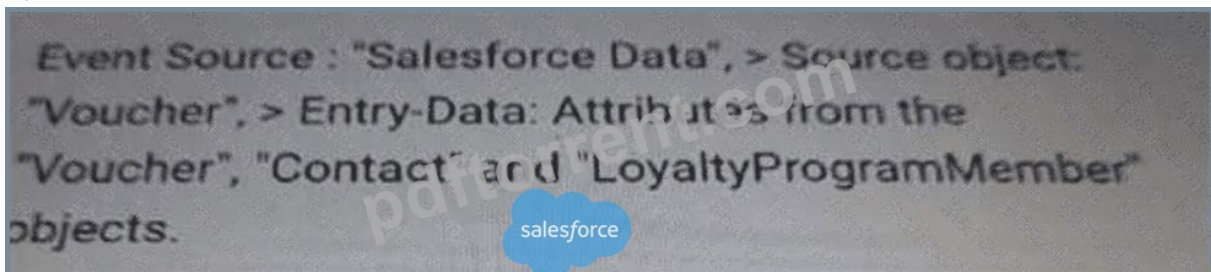
A loyalty Program would like to set up a new process where a push notification or email will be sent to the client immediately after a voucher is added to their member account within Salesforce Marketing Cloud.

The notification message will require the "first name" and the "membership number" to personalize the message and, a custom object named

"voucher issued" with the necessary data attributes.

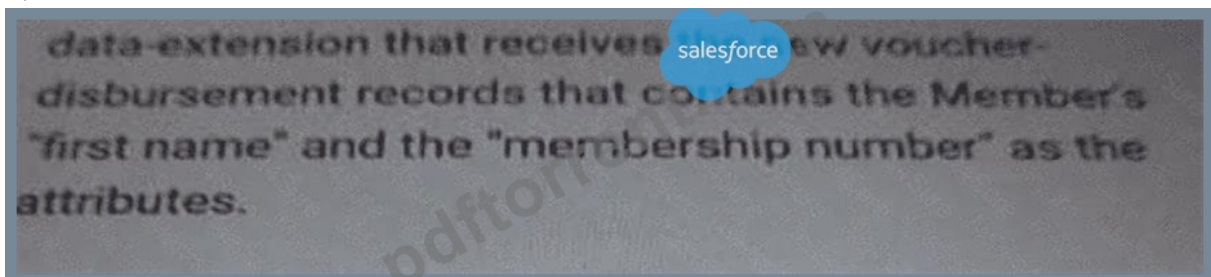
Which option for the entry event should be selected as the preferred implementation approach that can meet the requirements with the least amount of development effort?

- A.



Event Source : "Salesforce Data", > Source object: "Voucher", > Entry-Data: Attributes from the "Voucher", "Contact" and "LoyaltyProgramMember" objects.

- B.



data-extension that receives new voucher-disbursement records that contains the Member's "first name" and the "membership number" as the attributes.

- C.

Event Source : "Salesforce Data", > Source object :
"VoucherDefintion" custom object , > Entry-Data: All
attributes from the "VoucherDefintion" objects

- D.

Event Source : "Salesforce Data", > Source object :
"VoucherDefintion" custom object , > Entry-Data: All
attributes from the "VoucherDefintion" objects

Answer: A

Explanation:

For the scenario described, where a loyalty program wants to send an immediate notification after a voucher is added to a member's account, the entry event in Salesforce Marketing Cloud needs to trigger off of the creation of a record in Salesforce that contains the necessary data attributes for personalization.

Option C is the most suitable choice because it specifies an entry event based on the " Voucher, " " Contact, " and " LoyaltyProgramMember " objects. This approach aligns with the requirements because it directly utilizes the " first name " from the Contact object and the " membership number " from the LoyaltyProgramMember object, which are necessary for personalizing the notification message.

Moreover, Option C would likely require the least amount of development effort because it leverages existing Salesforce data and related objects without the need for additional configuration or data extensions. In contrast, other options would require the setup of a data extension or custom objects that may not be directly tied to the triggering event, thereby increasing the complexity and development effort.

In Salesforce Marketing Cloud, Journey Builder is the tool that would be used to create this customer journey.

It allows for the configuration of entry events based on data changes in Salesforce, such as the addition of a voucher to a member's account. The real-time nature of this trigger is essential for the immediate notification requirement.

According to Salesforce's official documentation, using Salesforce data as the entry source for a journey allows for real-time messaging based on record creation or updates. This means that as soon as a voucher record is created or updated in Salesforce, the entry event can trigger and begin the journey, which will send the personalized notification to the member.

In practice, setting up this entry event in Journey Builder would involve specifying the criteria for the trigger (in this case, the creation of a voucher) and mapping the necessary data fields for personalization. This is consistent with Salesforce's best practices for creating personalized, real-time customer engagements through Journey Builder.

Salesforce's documentation on Journey Builder and real-time event triggers provides further details on how to configure these types of journeys and can be referred to for step-by-step guidance and the latest feature updates.

NEW QUESTION # 47

A Loyalty Manager wants to send an SMS to a member's mobile device after the member has made a purchase and their non-qualifying points have been increased.

An integrated solution between Salesforce Loyalty Management and Salesforce Marketing Cloud is proposed to meet this business need.

Which two Salesforce solutions are required to meet the business's needs?

- A. Marketing Cloud Connect
- B. Marketing Cloud MobileConnect
- C. Marketing Cloud Mobile Push
- D. Marketing Cloud Personalization

Answer: A,B

Explanation:

To meet the business need of sending an SMS to a member's mobile device after a purchase and an increase in non-qualifying points, the required Salesforce solutions are Marketing Cloud Connect (A) and Marketing Cloud MobileConnect (B). Marketing Cloud Connect facilitates the integration between Salesforce Loyalty Management and Marketing Cloud, while MobileConnect is a specific tool within Marketing Cloud designed for sending SMS messages to mobile devices, allowing for timely and targeted communication with loyalty program members.

NEW QUESTION # 48

When setting up a Loyalty Program what is one of the ways a company can measure member engagement with the Loyalty Program?

- A. Benefits types
- B. Analytics Studio
- C. Transaction Journals
- D. Qualifying Currency

Answer: C

Explanation:

One of the ways a company can measure member engagement with the Loyalty Program is through Analytics Studio. Analytics Studio is a powerful tool within Salesforce that allows organizations to create custom dashboards and reports based on their data. By leveraging Analytics Studio, a company can analyze various aspects of the Loyalty Program, such as member activity, redemption rates, point accumulation, and more.

This insight can help identify trends, areas for improvement, and opportunities to enhance member engagement and loyalty.

NEW QUESTION # 49

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