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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q72-Q77):

### NEW QUESTION # 72

What three facts should the administrator consider when creating and managing member groups?

- A. Vouchers can't be issued to groups.
- B. Groups are associate with tiers.
- C. Qualifying points can't be transferred to a group.
- D. Accrual type transactions associated with a group can be canceled.
- E. Promotions can't be offered to groups.

**Answer: A,C,D**

Explanation:

When creating and managing member groups in Salesforce Loyalty Management, administrators should consider the following key facts:

\* Groups are associated with tiers (A): This statement is not necessarily true as groups can be created for various purposes, not just tied to specific tiers. Groups can be used to segment members for targeted promotions, communications, or benefits irrespective of their tier status.

\* Accrual type transactions associated with a group can be canceled (B): This is an important consideration as it implies that transactions contributing to a group's accrual points can be adjusted or canceled if necessary, affecting the group's total points and potentially members' benefits.

\* Qualifying points can't be transferred to a group (C): This is a critical consideration because it highlights the limitation that individual member's qualifying points cannot be directly transferred into a group's pool of points. This ensures the integrity of qualifying points for tier progression and other individual benefits.

\* Vouchers can't be issued to groups (D): This is another important consideration. While individual members within a group can receive vouchers, a voucher cannot be issued at the group level. This ensures that benefits are tailored and distributed to individual members, maintaining personalization in the loyalty program.

\* Promotions can't be offered to groups (E): This statement is incorrect. Promotions can indeed be targeted at specific groups, allowing for more tailored marketing efforts and member engagement strategies within the loyalty program.

References to Salesforce documentation on Loyalty Management would provide detailed guidelines on how to effectively create, manage, and leverage member groups within a loyalty program, ensuring that administrators are well-informed of these considerations.

### NEW QUESTION # 73

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.

Which two statement correctly describes how to grant proper access on the user detail page?

- A. Assign the user the analytics profile for analytics for Loyalty.
- B. **Assign user access to the analytics for Loyalty role.**
- C. Assign access by checking CRM analytics plus user
- D. **Assign user access to permission sets for analytics for Loyalty.**

**Answer: B,D**

Explanation:

To grant users proper access to a newly created analytics app, two steps are required. First, assigning user access to the analytics for Loyalty role ensures that users have the necessary permissions to view and interact with Loyalty-specific analytics content. This role typically encompasses permissions tailored to accessing and analyzing data within the context of the Loyalty Management application.

Second, assigning user access to permission sets for analytics for Loyalty is another way to grant targeted access. Permission sets allow for fine-grained control over user permissions, enabling the Administrator to specify exactly what analytics content a user can access and interact with. By using permission sets, access can be customized to fit the specific needs and roles of different users within the organization.

### NEW QUESTION # 74

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

**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 # 75

What three types of vouchers can be configured in Loyalty Management?

- A. Gift Card
- B. Promo Code
- C. Fixed Value
- D. Discount Percentage
- E. Product or Service

**Answer: B,C,D**

Explanation:

In Salesforce Loyalty Management, the types of vouchers that can be configured include:

\* Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.

\* Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.

\* Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.

The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management.

Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.

The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

#### NEW QUESTION # 76

The Loyalty Administrator for Northern Trail Outfitters (NTO) defines Basic and Premium as the two Tiers for its Insider program. They want to define a free product sample for all members in Premium Tier.

How does NTO configure tiers within the Loyalty Program to give vouchers for members in the Premium Tier?

- A. Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration
- B. Voucher Management; Benefits Setup (in Program console); Benefit Action to process benefits
- C. Voucher Management and Benefit Action
- D. Voucher Management and Benefits Setup

**Answer: A**

Explanation:

To configure tiers within the Loyalty Program at Northern Trail Outfitters (NTO) for giving vouchers to members in the Premium Tier, the configuration involves Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration (C). This comprehensive approach allows for the creation and management of vouchers as benefits associated with the Premium Tier, the setup of these benefits within the Loyalty Program console to specify the conditions and entitlements, and the use of Salesforce Flow for orchestrating the process of issuing vouchers to qualifying members. This method ensures that vouchers are systematically managed, associated with the correct tier and member eligibility criteria, and efficiently distributed to members through automated processes, enhancing the value and appeal of the Premium Tier.

Salesforce documentation on Loyalty Management would detail the steps for setting up and managing tier-based benefits, including the use of Voucher Management and Flow for effective benefit administration and member engagement.

#### NEW QUESTION # 77

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