Salesforce-Loyalty-Management證照信息 & Salesforce-Loyalty-Management題庫最新資訊

作為Salesforce相關認證考試大綱的主要供應商，KaoGuTi的Salesforce-Loyalty-Management專家一直不斷地提供品質較高的產品，不斷為客戶提供免費線上客戶服務，並以最快的速度更新考試大綱。

Salesforce Salesforce-Loyalty-Management 考試大綱：

主題	簡介
主題 1	• 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.
主題 2	• 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.
主題 3	• 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.
主題 4	• 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.

>> Salesforce-Loyalty-Management證照信息 <<

Salesforce-Loyalty-Management題庫最新資訊 - Salesforce-Loyalty-Management考試內容

作為一名專業的IT人員，如何證明自己的能力，加強自己在公司的地位，獲得Salesforce Salesforce-Loyalty-Management認證可以提高你的IT技能，以獲得更好的工作機會。快登錄KaoGuTi網站吧！這里有大量的學習資料試題和答案，是滿足嚴格質量標準的考試題庫，涵蓋所有的Salesforce Salesforce-Loyalty-Management考試知識點。客戶成功購買我們的Salesforce-Loyalty-Management題庫資料之后，都將享受一年的免費更新服務，一年之內，如果您購

最新的 Loyalty Management Salesforce-Loyalty-Management 免費考試真題 (Q65-Q70):

問題 #65
In which two scenarios should an Administrator use member engagement attributes?

- A. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- C. Member is eligible for 'Bonus days' if the member constantly speeds more than $500 each month for a year.
- D. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

答案：B,C

解題說明：
In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:
* Member is eligible for 'Bonus days' if the member constantly spends more than $500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are
* met, trigger the bonus days reward.
* Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.
* Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):
This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.
* Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.
Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

問題 #66
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 data table 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", "LoyaltyMemberCurrency". 'Contact" and "Account" Object.
- B. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyProgamCurrency". "Account" Object.
- C. "LoyaltyProgramMember', "LoyaltyTier". "LoyaltyProgramCurrency". "Contact" and "Account" Object.
- D. "LoyaltyProgramMember". "LoyaltyMemberTier", "LoyaltyMemberCurrency". "Contact" and "Account" Object.

答案：D

解題說明：
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.

問題 #67
What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To offer promotions in real-time to customers.
- B. To create unified profile from multiple source of truth and build a golden record.
- C. To be able to send personalized marketing emails in batches.
- D. To enable the purchasing of products and take payment.

答案：A

問題 #68
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. Voucher Definition, products, and Loyalty Member Tier
- C. Contact, Account, and Opportunity
- D. Contact Loyalty Program Member, and Loyalty Member Tier

答案：D

問題 #69
Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information.
Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- A. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- B. Enable Experience Cloud and customize the Loyalty Member Portal
- C. Create and implement a feature-rich Loyalty Member Mobile App
- D. Install the Salesforce Loyalty Member Mobile App

答案：B

解題說明：
To provide Cloud Kicks' customer base, who are heavy mobile users, with access to member program information, the consultant should Enable Experience Cloud and customize the Loyalty Member Portal (A). Experience Cloud (formerly known as Community Cloud) allows for the creation of branded, mobile-responsive portals that can be customized to meet specific business needs, including providing loyalty program members with access to their program information, account status, rewards, and more. This approach leverages existing Salesforce capabilities and does not require the development of a new mobile app, making it a cost-effective and efficient solution.

問題 #70
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Salesforce-Loyalty-Management考證

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