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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q81-Q86):

NEW QUESTION # 81

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

- A. A data-processing-engine (DPE) to identify the qualified members
- B. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process
- C. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- D. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process

Answer: A,C

Explanation:

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain. Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

NEW QUESTION # 82

In order to view the information pertaining to a member's recent transactions and manual adjustments on the Contact record, what are the two suggestions that an IT Administrator should propose to the Member Services team? Select two

- A. Incorporate the Member Service Manager Home Dashboard on the Contact record
- B. Incorporate the 'View Member Profile' component on the Contact record
- C. Incorporate the 'Transaction Journals' related list on the Contact record
- D. Incorporate the 'Member Summary Embedded Dashboard' on the Contact record

Answer: B,D

NEW QUESTION # 83

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

- A. Salesforce Marketing Cloud
- B. Salesforce Customer Data Platform
- C. Salesforce Cloud Intelligence
- D. Salesforce Field Service Lightning

Answer: A,B

Explanation:

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

Option C: Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

Option D: Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to inform members about new promotions.

NEW QUESTION # 84

A large retail company wants to award its customers 500 points when they join the Loyalty Program.

Which two configuration tasks below will be required to enable this type of award?

- A. Create a Transaction Journal with an Activity type of "Enrollment" that needs to be created when the customer signs up to join the Loyalty Program.
- B. Create a Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.
- C. Create a Process rule that awards 500 points when the Activity Type ='Enrollment'.
- D. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.

Answer: A,C

NEW QUESTION # 85

A Consultant was tasked with setting up the connection between Salesforce Loyalty Management and Marketing Cloud. The Consultant created a new user account in Marketing Cloud Which two items on the Marketing Cloud user account should the Consultant configure to enable the user account to successfully connect with Salesforce Loyalty Management?

- A. User account must exist within the Loyalty Management org
- B. Grant access to the correct business unit
- C. API access
- D. Assign the permission set to the user account

Answer: B,C

Explanation:

When configuring a new user account in Marketing Cloud for integration with Salesforce Loyalty Management, the Consultant must ensure to Grant access to the correct business unit (B) and Enable API access (D). Access to the correct business unit is necessary to ensure that the user has access to the relevant data and functionalities within Marketing Cloud. API access is essential for the technical integration, allowing for communication between Salesforce Loyalty Management and Marketing Cloud.

NEW QUESTION # 86

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