Salesforce-Loyalty-Management Practice Exam Pdf - Exam Salesforce-Loyalty-Management Consultant

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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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	• 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 (Q87-Q92):

NEW QUESTION # 87
The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?

- A. Administrators can analyze up to 10 million rows
- B. Administrators can analyze up to 1 million rows
- C. Administrators can analyze up to 25 million rows
- D. Rows do not have an analysis limit, only licenses do

Answer: A

Explanation:
The Loyalty Analytics Base App license allows technical Consultants to access Loyalty analytics data with the limitation that administrators can analyze up to 10 million rows (D). This limitation is set to ensure system performance and scalability while providing sufficient data analysis capabilities for most loyalty program needs. Salesforce documentation on Loyalty Management and its integration with analytics tools would detail these limitations and provide best practices for managing and analyzing loyalty data within these constraints.

NEW QUESTION # 88
The VP of Loyalty at Northern Trail outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.
Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty Tiers
- B. Loyalty Segments
- C. Member Rewards and Benefits
- D. Loyalty product Pricing

Answer: A,C

Explanation:
When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:
Loyalty Ledger & Transaction Journal (A): The Loyalty Ledger tracks the overall balance of a member's points or currencies, while the Transaction Journal records all point-related transactions, including accruals, redemptions, and adjustments. Together, these objects provide a comprehensive view of a member's interactions and engagements with the loyalty program.
Journal Type & Journal Subtype (D): These objects allow for the categorization and sub-categorization of transactions within the

Transaction Journal, making it possible to track different types of member activities and engagements within the program, such as event attendance, purchases, or other actions.

Options B (Loyalty Member Currency & Transaction Journal) and C (Transaction Journal Type & Transaction Journal Subtype) are partially correct but do not fully capture the recommended best practices for tracking member activities in an experiential loyalty program.

Salesforce documentation on Loyalty Management would detail the use of these objects and best practices for tracking and managing member activities within a loyalty program, ensuring a rich and engaging member experience.

NEW QUESTION # 89

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?
Select three

- A. Transmit Loyalty Promotion Segments to Marketing Cloud
- B. Automatically Generate a New Individual Relationship
- C. Enable Connector Settings on all the Loyalty Objects
- D. Activate and Publish the Segment
- E. Enable Service Connector for Promotion Escalations.

Answer: B,D,E

NEW QUESTION # 90

A sports clothing and accessories retailer has a strategic partnership with other businesses that provide sports equipment and outdoor sports experiences. This retailer wants its Loyalty program members to be able to redeem their points when shopping with its redemption partners.

When creating a Loyalty Program partner record, how should an Administrator set up the partners in the Loyalty management application?

- A. Set the program partner type to accrual > Activate > Define the redemption cost per unit
- B. Set the program partner type to both > Activate > Define the accrual cost per unit.
- C. Set the program partner type to redemption > Activate > Define the accrual cost per unit.
- D. Set the program partner type to redemption > Activate > Define the redemption cost per unit

Answer: D

Explanation:

For a retailer looking to allow Loyalty program members to redeem points with redemption partners, the correct setup in Salesforce Loyalty Management involves configuring the partner record as a redemption partner. This includes:
Setting the program partner type to "redemption" to indicate that the partner is involved in the points redemption process.
Activating the partner record to make it available for transactions within the Loyalty Management application.
Defining the redemption cost per unit, which specifies how many points are required for members to redeem specific rewards or benefits from the partner.
This setup ensures that Loyalty program members can redeem their points when shopping with strategic partners, aligning with the retailer's goal of enhancing the value and utility of their Loyalty program.

NEW QUESTION # 91

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 Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.
- B. Create a Process rule that awards 500 points when the Activity Type ='Enrollment".
- C. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.
- D. 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.

Answer: B,D

Explanation:

To award customers 500 points upon joining the Loyalty Program, two key configuration tasks are required.

Firstly, a Transaction Journal with an Activity type of 'Enrollment' should be created to record the act of a customer signing up for the Loyalty Program. This transaction journal serves as a record of enrollment activities and is essential for tracking new members.

Secondly, a Process Rule needs to be created that awards 500 points when the Activity Type equals 'Enrollment'. This process rule automates the awarding of points to new members, ensuring that each new enrollment triggers the addition of 500 points to the member's account. This setup ensures a standardized and automated approach to rewarding new members, enhancing the member experience from the outset.

NEW QUESTION # 92

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