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Salesforce Loyalty Management Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16
In which two scenarios should an Administrator use member engagement attributes?

- **A. Member is eligible for "Bonus days" if the member constantly speeds more than $500 each month for a year.**
- B. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

- C. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- D. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.

Answer: A,C

Explanation:
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.

NEW QUESTION # 17
A member reaches out to the Member Services team regarding points that have expired and requests to restore them. The Loyalty program has a fixed model expiration for non-qualifying points.
How should the Member Services Agent restore the expired points and also set them to expire in the next two months?

- A. Edit the 'Credit' ledgers corresponding to the points that expired and extend the expiration date to two months from the current date
- B. Delete the transaction journal that expired the points and re-run the expiration Data Processing Engine job after two months
- C. Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date
- D. Edit the Loyalty Member Currency record to restore the Points Balance and set the 'NextExpirationDate' field to two months from the current date

Answer: C

Explanation:
To restore expired points for a member in a Loyalty program with a fixed model expiration for non-qualifying points and set them to expire in the next two months, the Member Services Agent should:
* Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date (B): This action allows for the direct adjustment of the member's points balance, including the ability to specify a new expiration date for the credited points. It's a straightforward and effective way to restore expired points and set a new expiration date, aligning with the member's request.
Deleting the transaction journal that expired the points (option A), editing the 'Credit' ledgers (option C), or editing the Loyalty Member Currency record (option D) are not standard practices for restoring expired points and setting a new expiration date in Salesforce Loyalty Management.
Salesforce documentation on Loyalty Management would detail the process for adjusting points, including how to handle requests for restoring expired points and setting new expiration dates, ensuring member satisfaction and program integrity.

NEW QUESTION # 18
The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.

Which two seamless integrations within the Salesforce ecosystem, does
Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business
requirement?

- A. Supplier and Partner Ecosystem
- B. Salesforce Service Cloud
- C. Salesforce Marketing Cloud
- D. Third-party Customer Data Platform (CDP)

Answer: B,C

Explanation:
Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet
ABC Corp.'s business requirements for launching a new Loyalty program, including:
* Option A: Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the
Loyalty Program, enhancing the overall customer experience.
* Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage
Loyalty Program members, promote rewards, and encourage participation.

NEW QUESTION # 19
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 product Pricing
- C. Member Rewards and Benefits
- D. Loyalty Segments

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 # 20
A company has recently rolled out a Loyalty Program. The customer support agents need to manually adjust the points for Loyalty
Program Members.
On which three Loyalty pages will customer support agents be able to adjust points?

- A. Loyalty Program Member page
- B. Account page
- C. Loyalty Program Member Related List
- D. Transaction Journal
- E. Contact page

Answer: A,C,D

Explanation:
Customer support agents can manually adjust points for Loyalty Program Members on the following pages:
* Loyalty Program Member page (A): This is the primary interface for viewing and managing individual loyalty program members, including adjusting their points as needed.
* Loyalty Program Member Related List (B): This related list, found on related records such as accounts or contacts, provides access to loyalty program member information, including point adjustments.
* Transaction Journal (C): The Transaction Journal records all point transactions for loyalty program members, allowing customer support agents to make manual adjustments to points as necessary.
Options D (Account page) and E (Contact page) may provide indirect access to loyalty program member information but are not the primary interfaces for adjusting loyalty program points.
Salesforce documentation on Loyalty Management would detail the interfaces and processes for managing loyalty program members' points, including the roles and permissions required for customer support agents to make adjustments.

NEW QUESTION # 21

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