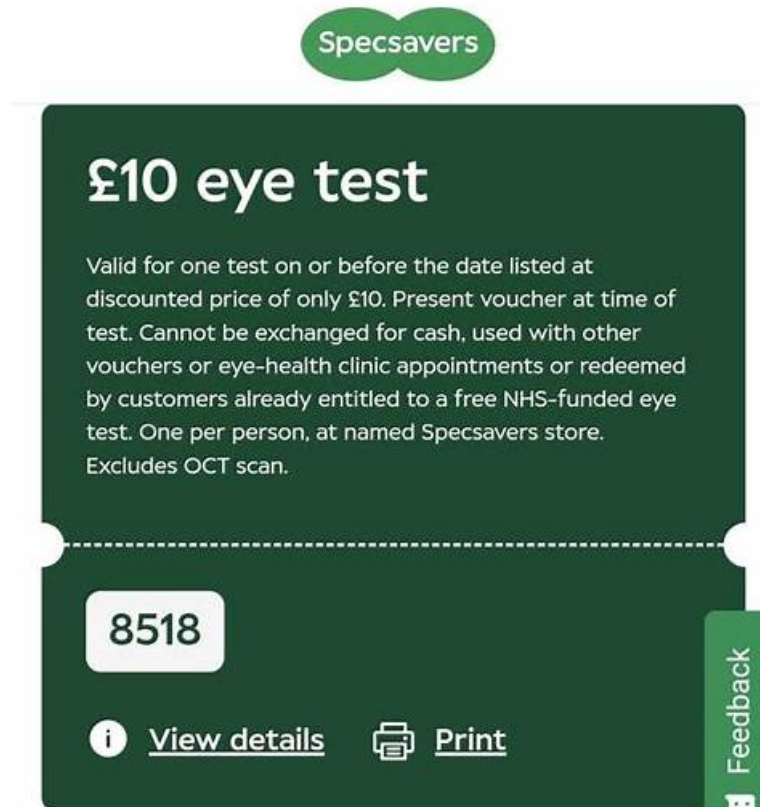


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q93-Q98):

NEW QUESTION # 93

While designing an experiential Loyalty Program, what are the two recommended objects to be used as a best practice to track what type of activity the member has with the program?

- A. Loyalty Ledger & Transaction Journal
- B. Loyalty Member Currency & Transaction Journal
- C. Journal Type & Journal Subtype
- D. transaction Journal Type & Transaction Journal Subtype

Answer: C

NEW QUESTION # 94

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

Answer: A,B

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 # 95

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

Answer: A

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 # 96

Universal Containers implemented a Loyalty Program six months ago. The Loyalty Program Manager noticed a recent decrease in program efficiency. Now the Manager wants to incorporate a targeted strategy.

Which two benefits should the Administrator expect as a result of running the strategy?

- A. Data-based segmentation strategy
- B. Transaction journey data is automatically archived
- C. Personalized digital marketing
- D. Customers are rewarded based on their tiers

Answer: A,C

Explanation:

Incorporating a targeted strategy in a Loyalty Program can lead to the following benefits:

* Personalized digital marketing (A): A targeted strategy allows for more personalized communication and offers, tailored to the specific behaviors, preferences, and tiers of loyalty program members, enhancing member engagement and program effectiveness.

* Data-based segmentation strategy (D): By leveraging data to segment the loyalty program members, the program can deliver more relevant and appealing offers and communications, increasing member satisfaction and program participation.

Automatically archiving transaction journey data (option B) is more of a data management practice and not directly a benefit of running a targeted strategy. Rewarding customers based on their tiers (option C) is a common practice in loyalty programs but does not specifically result from implementing a targeted strategy.

Salesforce documentation on Loyalty Management would detail the advantages of implementing targeted strategies within loyalty programs, including how to leverage Salesforce tools for personalized marketing and data-driven segmentation.

NEW QUESTION # 97

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

Answer: C

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 # 98

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