

Salesforce Salesforce-Loyalty-Management無料問題、Salesforce-Loyalty-Management真実試験



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Salesforce Salesforce-Loyalty-Management 認定試験の出題範囲:

トピック	出題範囲
トピック 1	<ul style="list-style-type: none">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.
トピック 2	<ul style="list-style-type: none">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.
トピック 3	<ul style="list-style-type: none">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.
トピック 4	<ul style="list-style-type: none">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.

>> Salesforce Salesforce-Loyalty-Management無料問題 <<

Salesforce Salesforce-Loyalty-Management認定試験に関連する最高の参考資料を薦める

Salesforce-Loyalty-Management試験ガイドを購入すると、購入したテストバンクをすぐにダウンロードできます。

Salesforce-Loyalty-Management試験の教材のすべての内容を把握するだけで十分であり、Salesforce-Loyalty-Management試験問題の合格率は非常に高いため、Salesforce-Loyalty-Management試験の学習と準備に必要な時間は20〜30時間です。そして約98%-100%。Japancert最新のSalesforce-Loyalty-Managementクイズトレントには3つのバージョンがあり、学習に最適なものを選択できます。全体として、Salesforce-Loyalty-Managementクイズ準備には多くのメリットがあります。

Salesforce Loyalty Management Accredited Professional Exam 認定 Salesforce-Loyalty-Management 試験問題 (Q46-Q51):

質問 # 46

A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.

Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- B. Associate the site with the new Hotel Group Loyalty Program
- C. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- D. Connect the website to the hotel's payment gateway
- E. Create a site using the Experience Cloud site template called the Loyalty Member Portal

正解: B、C、E

解説:

To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:

* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.

* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.

* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.

These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

質問 # 47

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Configure connected app named B2C Loyalty Connector
- B. Configure Loyalty Program preferences for B2C Commerce Site
- C. Add Loyalty Management for Commerce Cartridge
- D. Install Loyalty Management for B2C Commerce Package
- E. Configure connected app named B2C Commerce Loyalty Connector

正解: A、B、C

解説:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are: Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.

Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.

Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.

These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

質問 # 48

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Extend Expiration = member enrollment anniversary
- B. Tier-model = fixed
- C. Extend Expiration = no extension
- D. Tier-model = anniversary

正解: B、C

解説:

To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure within the Loyalty Program.

質問 # 49

What three types of vouchers can be configured in Loyalty Management?

- A. Promo Code
- B. Gift Card
- C. Discount Percentage
- D. Product or Service
- E. Fixed Value

正解: C、D、E

質問 # 50

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member enrollment
- B. Resetting tier points
- C. Loyalty member profile
- D. Loyalty membership merge

正解: A、C

解説:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The 'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

質問 # 51

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