

# Exam Salesforce-Loyalty-Management Study Solutions - Salesforce-Loyalty-Management Book Free



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## Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Loyalty Program and Process Configuration:</b> 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Strategies and Design:</b> 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Integration:</b> 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.</li> </ul>

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## Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q27-Q32):

### NEW QUESTION # 27

Northern Trail Outfitters (NTO) has launched a new promotion, which gives a hat and a pair of gloves to each member of the Loyalty Program that bought a coat in winter. However, winter has arrived, and the reports are missing information about the voucher definition of hat and gloves associated with any existing voucher and have found that there are transactions that contain the coat product.

Which two options should the Loyalty Administrator review to verify why the promotion vouchers associated with the members who have bought coats are missing?

- A. That the member is a campaign member of the promotion campaign.
- B. That the flow is active and has been created to apply the promotion.
- C. That the promotion has been created with the characteristics, correct dates, and the associated Voucher Definition.
- D. That the promotion has specified the Current Liability Amount.

**Answer: B,C**

**Explanation:**

To address the issue of missing promotion vouchers for members who purchased coats, the Loyalty Administrator should review:

A: Ensure the promotion has been accurately created with the right characteristics and dates, and that the Voucher Definition is correctly associated. This verifies that the promotion is set up to trigger the desired rewards (hat and gloves) for qualifying purchases (coat).

C: Confirm that the flow intended to apply the promotion is active and properly configured. This flow is responsible for detecting qualifying transactions and applying the voucher to the member's account.

### NEW QUESTION # 28

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

**Answer: A,D**

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 # 29

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

- A. Create a copy of the expire activity based non-qualifying points DPE template.
- B. Create a copy of the expire fixed non-qualifying points DPE template.
- C. Create a copy of the reset qualifying points DPE template.
- D. Create a new data-processing engine from scratch / by first principle.

**Answer: C**

Explanation:

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

Option A "Create a copy of the reset qualifying points DPE template." This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration.

### NEW QUESTION # 30

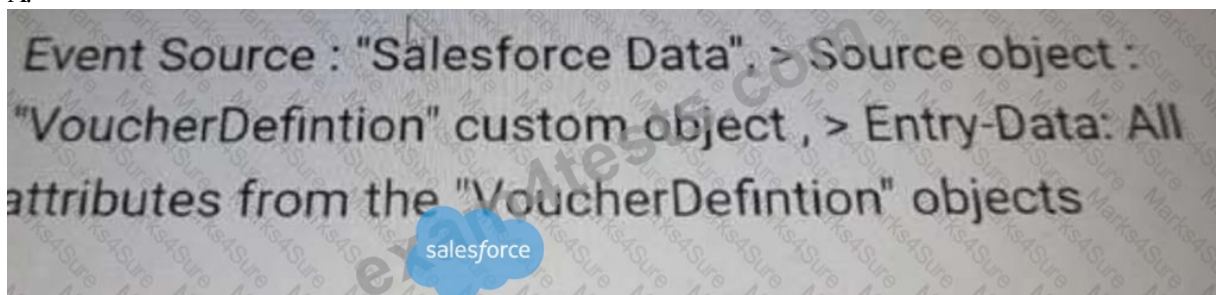
A loyalty Program would like to set up a new process where a push notification or email will be sent to the client immediately after a voucher is added to their member account within Salesforce Marketing Cloud.

The notification message will require the "first name" and the "membership number" to personalize the message and, a custom object named

"voucher issued" with the necessary data attributes.

Which option for the entry event should be selected as the preferred implementation approach that can meet the requirements with the least amount of development effort?

- A.



- B.

Event Source : "Salesforce Data", > Source object :  
"VoucherDefintion" custom object , > Entry-Data: All  
attributes from the "VoucherDefintion" objects

- C.

Event Source : "Salesforce Data", > Source object:  
"Voucher", > Entry-Data: Attributes from the  
"Voucher", "Contact" and "LoyaltyProgramMember"  
objects.

- D.

data-extension that receives the new voucher-  
disbursement records that contains the Member's  
"first name" and the "membership number" as the  
attributes.

**Answer: D**

#### NEW QUESTION # 31

Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information. Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- A. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- B. Create and implement a feature-rich Loyalty Member Mobile App
- C. Enable Experience Cloud and customize the Loyalty Member Portal
- D. Install the Salesforce Loyalty Member Mobile App

**Answer: C**

Explanation:

To provide Cloud Kicks' customer base, who are heavy mobile users, with access to member program information, the consultant should Enable Experience Cloud and customize the Loyalty Member Portal (A).

Experience Cloud (formerly known as Community Cloud) allows for the creation of branded, mobile-responsive portals that can be customized to meet specific business needs, including providing loyalty program members with access to their program information, account status, rewards, and more. This approach leverages existing Salesforce capabilities and does not require the development of a new mobile app, making it a cost-effective and efficient solution.

#### NEW QUESTION # 32

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