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Salesforce Loyalty Management Accredited Professional Sample Questions (Q82-Q87):

NEW QUESTION # 82

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.

Which fields are required to set up a partner?

- A. Name, Partnership Start Date, Industry, Status, Billing Type
- B. Name, Partnership Start Date, Billing Type, Status, Type
- D. Name, Partnership Start Date, Industry, Status, Type
- **C. Name, Program, Program Partnership Category, Type, Billing Type**

Answer: C

Explanation:

When adding a program partner in Salesforce Loyalty Management, the required fields include:

* Name, Program, Program Partnership Category, Type, Billing Type (B): This combination of fields ensures that a program partner is properly defined and categorized within the Loyalty Management system.

* Name: Identifies the partner within the loyalty program.

* Program: Links the partner to a specific loyalty program.

* Program Partnership Category: Categorizes the partner according to the nature of the partnership (e.g., accrual, redemption).

* Type: Defines the nature of the partnership, such as whether the partner is involved in point accrual, redemption, or both.

* Billing Type: Specifies how the partner is billed, which could be related to transaction fees, membership fees, or other financial arrangements.

Options A, C, and D include fields like "Partnership Start Date," "Industry," and "Status," which, while important, are not the core required fields for initially setting up a program partner in Salesforce Loyalty Management.

Salesforce Loyalty Management documentation provides comprehensive details on setting up program partners, including the required fields and best practices for managing partnerships to enhance member engagement and program value.

NEW QUESTION # 83

Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.

What should the Salesforce Administrator set up to enable a real-time currency model?

- A. Non-Qualifying Points updates happen in real-time by default
- B. Enable Real-Time Update of Non-Qualifying Points Balance
- C. Create a Flow to update the Points Balance field
- **D. Enable Real-Time Update of Qualifying Points Balance**

Answer: D

Explanation:

To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:

* Option B "Enable Real-Time Update of Qualifying Points Balance." This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.

NEW QUESTION # 84

Using extensive Data Processing Engine jobs to modify Salesforce data at scale, which two limits should be monitored?

- A. Batch Limit in Bulk API
- B. Apex Governor Limits
- **C. Record Storage Limits**
- **D. Data Pipeline Limits**

Answer: C,D

Explanation:

When using extensive Data Processing Engine (DPE) jobs to modify Salesforce data at scale, the two limits that should be monitored are:

* Option A "Record Storage Limits," as extensive data processing and modification can significantly impact the volume of data stored in Salesforce, potentially reaching storage capacity limits.

* Option C "Data Pipeline Limits," since DPE jobs involve data processing tasks that may be constrained by the limits of Salesforce's data processing capabilities and resources.

NEW QUESTION # 85

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

Answer: A,B,E

Explanation:

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.

NEW QUESTION # 86

A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.

Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Fixed Model and Activity Model
- B. Non-Qualifying Points and Activity Points
- C. Fixed Model and Qualifying Points
- D. Non-Qualifying Points and Qualifying Points

Answer: D

Explanation:

Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:

* Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for

* redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities. Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.

Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

NEW QUESTION # 87

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