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Salesforce Loyalty Management Accredited Professional Sample Questions (Q14-Q19):

NEW QUESTION # 14

Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Create customer web service with Order Object
- B. Create an schedule process to call the external system.
- C. Download an app from the AppExchange to connect Salesforce and the external system.
- D. Create with the external system to create Transaction Journals.

Answer: D

Explanation:

To integrate real-time point earning from an external eCommerce system into Salesforce Loyalty Management, utilizing an AppExchange app can be an efficient solution. These apps are designed to bridge Salesforce with external systems, enabling seamless data exchange. When a Loyalty Program Member makes a purchase on the eCommerce platform, the app can facilitate the automatic creation of 'Transaction Journals' in Salesforce, reflecting the earned points in real-time. This approach minimizes the need for custom development, leveraging pre-built solutions to enhance the loyalty experience and maintain accurate, up-to-date member point balances.

NEW QUESTION # 15

A company's Marketing Team needs to set up a promotion and use Promotion Market Segments where members of a specific age range and with expressed preferences will benefit from this promotion.

What is the recommended solution for the team to set up the Promotion Market Segments?

- **A. Salesforce Customer Data Platform**
- B. Custom coded solution
- C. Salesforce Reports and Dashboards
- D. Salesforce Marketing Cloud

Answer: A

Explanation:

To set up Promotion Market Segments for members within a specific age range and with certain preferences, the recommended solution is:

* D: Salesforce Customer Data Platform (CDP), which allows for the creation of detailed segments based on a wide range of criteria, including demographic data and expressed preferences.

NEW QUESTION # 16

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

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

Answer: A,B,C

Explanation:

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.

NEW QUESTION # 17

The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?

- A. Administrators can analyze up to 1 million rows
- B. Administrators can analyze up to 25 million rows
- **C. Administrators can analyze up to 10 million rows**
- D. Rows do not have an analysis limit, only licenses do

Answer: C

Explanation:

The Loyalty Analytics Base App license allows technical Consultants to access Loyalty analytics data with the limitation that administrators can analyze up to 10 million rows (D). This limitation is set to ensure system performance and scalability while providing sufficient data analysis capabilities for most loyalty program needs. Salesforce documentation on Loyalty Management and its integration with analytics tools would detail these limitations and provide best practices for managing and analyzing loyalty data within these constraints.

NEW QUESTION # 18

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

Answer: A

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 # 19

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