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Salesforce Loyalty Management Accredited Professional Sample Questions (Q35-Q40):

NEW QUESTION # 35

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Install and configure Marketing Cloud Connect to integrate with Loyalty Management
- B. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
- C. Design Datasets with Dataflows and the Dataset Builder
- D. Install and configure Salesforce Marketing Cloud Contacts Connection

Answer: A

NEW QUESTION # 36

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

Answer: B

NEW QUESTION # 37

The Member Services team wants to view the information of a member's recent transactions and manual adjustments on the Contact record.

What are the two recommendations that an IT Administrator should suggest?

- A. Embed the Member Service Manager Home Dashboard on the Contact record
- B. Add the 'Transaction Journals' related list to the Contact record
- C. Add the 'View Member Profile' component on the Contact record
- D. Embed the 'Member Summary Embedded Dashboard on the Contact record

Answer: B,D

Explanation:

To provide the Member Services team with the information they need directly on the Contact record, the IT Administrator can take two main actions. Firstly, embedding the 'Member Summary Embedded Dashboard' on the Contact record allows the team to have a visual and comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of the contact. This dashboard is specifically designed to aggregate and display relevant loyalty information, making it a suitable tool for quick insights.

Secondly, adding the 'Transaction Journals' related list to the Contact record enables the team to view detailed entries of each transaction and manual adjustment made by or for the member. This related list provides granular data about each activity, allowing for a deeper analysis and understanding of the member's loyalty interactions.

These recommendations are based on best practices for Salesforce Loyalty Management, ensuring that the team has access to both summarized and detailed loyalty information within their usual workflows, enhancing efficiency and providing a holistic view of member activities.

NEW QUESTION # 38

What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

- A. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation
- B. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expired reset Period at the Group Level and rese the points using the out-of-the-box Reset point flow action
- C. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire
- **D. Use the out-of-the-box 'Reset Qualifying Points' data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.**

Answer: D

NEW QUESTION # 39

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 # 40

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