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

NEW QUESTION # 82

A hotel group has implemented a Loyalty Member Portal for its program members, but some members are experiencing issues accessing their Loyalty Program-specific records on the portal.

What should an Administrator do to ensure the Loyalty members can access Loyalty record information when using the portal?

- A. Using Experience Cloud sharing sets, specify Account as the object of your sharing set
- B. Ensure the 'Allow using customer profiles for self-registration, user creation, and login' is enabled
- C. For the Loyalty Member, 'Enable Customer User' on the Contact or 'Enable Partner User' on the Account
- D. Ensure the Allow using standard external profiles for self-registration, user creation, and login' is enabled
- E. In the Partner Account record, 'Enable Customer User' on the Contact associated

Answer: A,C

Explanation:

To ensure Loyalty members can access their program-specific records on the Loyalty Member Portal, an Administrator should:

* Using Experience Cloud sharing sets, specify Account as the object of your sharing set (A): Sharing sets in Experience Cloud

allow you to define access rules for external users based on their relationship to records in Salesforce. Specifying Account as the object in a sharing set can enable portal users to access their Loyalty Program information if their portal user account is linked to their Account record in Salesforce.

* For the Loyalty Member, 'Enable Customer User' on the Contact or 'Enable Partner User' on the Account (D): Enabling a Customer or Partner User on the Contact or Account associated with the Loyalty Member allows that individual to access the portal. This step is crucial for granting Loyalty Program members the ability to log in and view their Loyalty Program-specific information.

Options B and C, while related to portal access and user setup, do not directly address the specific requirement of accessing Loyalty Program information. Option E is also relevant but more focused on enabling self-registration and user creation/login processes rather than directly impacting access to Loyalty record information.

Salesforce documentation on Experience Cloud and Loyalty Management would provide guidance on setting up and configuring access for Loyalty Program members to view their information on a member portal, ensuring a seamless user experience.

NEW QUESTION # 83

A new promotion named "Summer Sales" within the Loyalty Program will introduce program members to the promotional campaign and send email communication to the qualified members via Marketing Cloud.

Which of the customer Data Platform (CDP) packages available, which two options will need to be performed within the org to achieve the required action with minimal configuration effort in mind?

- A. Create a new segment within CDP.
- B. "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion
- C. Create a custom report using "Salesforce reports".
- D. Add the Segmented "Loyalty program members" to a new "Campaigns".

Answer: A,B

Explanation:

To introduce program members to the "Summer Sales" promotional campaign and send email communication via Marketing Cloud with minimal configuration effort, the required actions within the org would be:

* "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion (A): This action allows for the direct association of specific member segments to the promotion, enabling targeted communication and engagement with minimal effort.

* Create a new segment within CDP (D): By creating a new segment within the Customer Data Platform (CDP), you can easily define and manage the group of loyalty program members who qualify for the

"Summer Sales" promotion. This segment can then be used in conjunction with Marketing Cloud for targeted email campaigns.

Options B and C, involving adding segmented loyalty program members to new campaigns and creating custom reports, are not as directly related to the goal of minimal configuration effort for introducing members to the promotion and communicating via Marketing Cloud.

Salesforce documentation on Loyalty Management, CDP, and Marketing Cloud integration would provide insights into efficiently setting up promotions and communicating with targeted segments of loyalty program members.

NEW QUESTION # 84

A company has a new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add a new partner to the program?

- A. Choose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)
- B. Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption)
- C. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- D. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)

Answer: B

Explanation:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:

* Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A): This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their

business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

NEW QUESTION # 85

Universal Container (UC) is developing a points-based Loyalty Program after the last accrual transaction.

How can the Salesforce Administrator set up this expiration model?

- A. Set up Reset Qualifying Points
- **B. Set up Expire Activity Based Non-Qualifying Points**
- C. Set up Expire Activity Based Qualifying Points
- D. Set up Expire Fixed Non-Qualifying Points

Answer: B

Explanation:

To set up an expiration model based on activity after the last accrual transaction in a points-based Loyalty Program at Universal Container, the Salesforce Administrator should Set up Expire Activity Based Non-Qualifying Points (C). This expiration model allows non-qualifying points to expire after a certain period of inactivity, meaning no new accrual transactions occur within that timeframe. It encourages ongoing engagement from Loyalty Program members by incentivizing regular transactions to keep their non-qualifying points active.

Option A (Expire Activity Based Qualifying Points) pertains to qualifying points, which are typically used for tier progression and may have different expiration criteria. Option B (Expire Fixed Non-Qualifying Points) refers to a fixed expiration model that does not consider member activity. Option D (Set up Reset Qualifying Points) involves resetting qualifying points, which is a different concept from expiration based on activity.

Salesforce documentation on Loyalty Management would provide insights into configuring various expiration models for points within a Loyalty Program, including activity-based expiration to foster continuous member engagement and transactional activity.

NEW QUESTION # 86

A sports clothing and accessories retailer is setting up a new Loyalty program. The company wants an effective way to create urgency in its Loyalty program members to return to purchase and redeem their points within a specified period. The entire points balance expires if a member's last activity, including any purchase or points redemption, reaches 18 months.

What steps should a Loyalty Consultant follow to meet the retailer's requirement when implementing the new Loyalty program?

- A. Set up a Qualifying Points currency and apply the expiration model 'Fixed Model'
- B. Set up a Qualifying Points currency and apply the expiration model 'Activity Model'
- **C. Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model'**
- D. Set up a Non-Qualifying Points currency and apply the expiration model 'Fixed Model'

Answer: C

Explanation:

To create urgency for Loyalty program members to return and redeem their points within a specified period, where the entire points balance expires if a member's last activity reaches 18 months, the Loyalty Consultant should:

* Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model' (C): This setup allows for the expiration of Non-Qualifying Points based on member activity, specifically if there is no purchase or points redemption activity within an 18-month period. The Activity Model is used to track the last activity date and trigger expiration based on this inactivity period.

Setting up a Non-Qualifying Points currency with a 'Fixed Model' expiration (option A), a Qualifying Points currency with either 'Activity Model' (option B) or 'Fixed Model' expiration (option D), would not meet the retailer's requirement for creating urgency based on the last activity.

Salesforce documentation on Loyalty Management would provide guidance on configuring expiration models for loyalty currencies, ensuring that program objectives, such as encouraging regular member engagement, are achieved.

NEW QUESTION # 87

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

















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