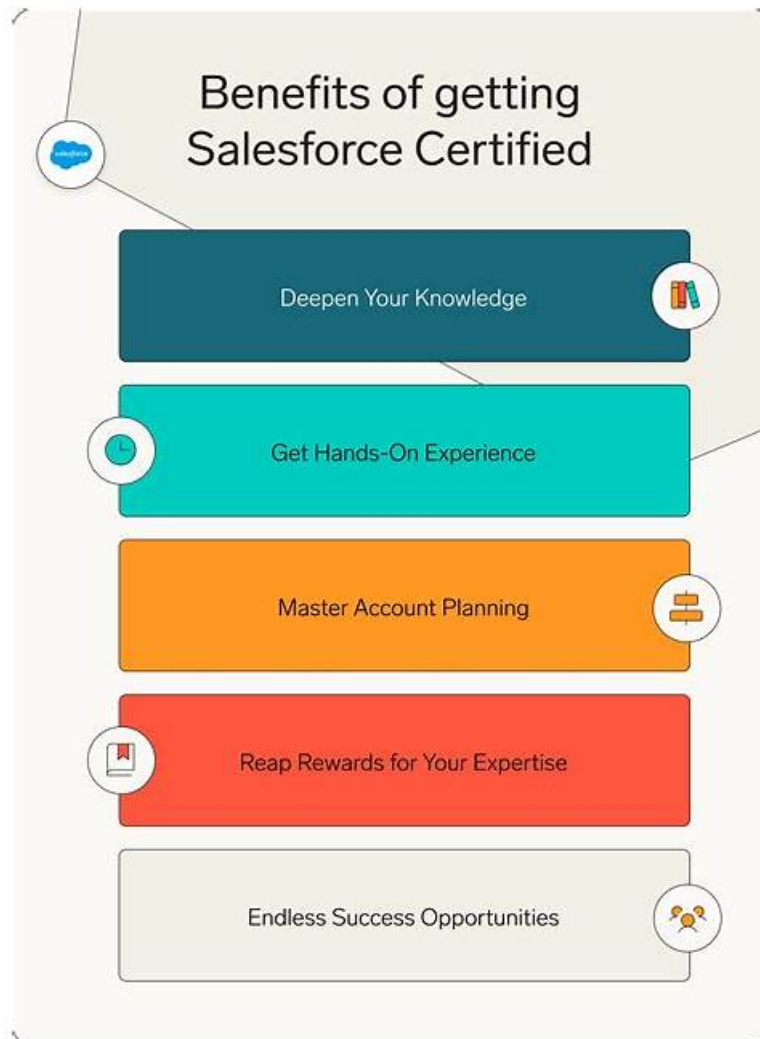


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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">Loyalty Program and Process Configuration: 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.
Topic 3	<ul style="list-style-type: none">Strategies and Design: 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.
Topic 4	<ul style="list-style-type: none">Integration: 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.

Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q98-Q103):

NEW QUESTION # 98

A company has an existing Loyalty Program. The Salesforce Administrator has been asked to automate the current redemption process for non-qualifying points based on the products, regions, available dates and tiers. What task does the Administrator need to complete first to implement a decision table for the redemption process?

- A. Create a decision table with input & output values
- B. Create a flow to confirm members have points to redeem
- C. Create an object with fields for storing redemption details
- D. Set the "Is Redeemable" flag on the Loyalty Program Currency

Answer: A

Explanation:

To automate the current redemption process for non-qualifying points based on various criteria like products, regions, available dates, and tiers, the Administrator needs to first Create a decision table with input & output values (A). A decision table in Salesforce Loyalty Management allows for the specification of complex redemption rules and conditions in a structured format, making it the foundational step in automating the redemption process. This table will define how non-qualifying points can be redeemed under different scenarios, serving as the basis for the automated redemption logic.

NEW QUESTION # 99

In which two scenarios should an Administrator use member engagement attributes?

- A. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

- B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- C. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- D. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.

Answer: B,D

Explanation:

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

* Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are

* met, trigger the bonus days reward.

* Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.

* Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):

This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.

* Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

NEW QUESTION # 100

Cloud Kicks wants to identify specific tier members to be used for a journey within Marketing Cloud. The company wants to encourage Loyalty Tier B customers to become Loyalty Tier A customers.

What objects must be synchronized into Marketing Cloud to achieve the segmentation for this audience.

- A. Contact, Loyalty Program Member, and Loyalty Member Tier
- B. Contact, Member Rewards Tier, and Loyalty Member Tier and Campaign
- C. Voucher Definition, products, and Loyalty Member Tier
- D. Contact, Account, and Opportunity

Answer: A

Explanation:

To segment and identify specific tier members for a journey within Marketing Cloud, it's essential to synchronize the right objects from Salesforce to Marketing Cloud. Synchronizing the 'Contact' object ensures that the basic member information is available. The 'Loyalty Program Member' object provides detailed information about the member's involvement in the loyalty program, and the 'Loyalty Member Tier' object offers insights into the member's current tier status. This setup allows for precise targeting and personalization of marketing efforts aimed at encouraging Loyalty Tier B customers to ascend to Loyalty Tier A, thereby enhancing member engagement and program value.

NEW QUESTION # 101

What three types of vouchers can be configured in Loyalty Management?

- A. Gift Card
- B. Product or Service
- C. Discount Percentage
- D. Promo Code
- E. Fixed Value

Answer: B,C,E

NEW QUESTION # 102

Northern Trail Outfitters, wants to implement its new Loyalty Program. The Chief Marketing Officer wants to offer the following benefits to customers:

- * Award points to the customer that can be redeemed for products in the store
- * Gamify customers that spend the most to receive exclusive benefits.

What three elements should the Administrator configure?

- A. Set up one qualifying currency and a non-qualifying currency
- **B. Set up a tier system based on a cumulative spending value**
- **C. Set up one qualifying currency**
- **D. Set up promotions**
- E. Set up vouchers for specific products

Answer: B,C,D

Explanation:

For Northern Trail Outfitters' Loyalty Program offering, the Administrator should configure:

B: One qualifying currency to track points that can be redeemed for products.

C: A tier system based on cumulative spending to gamify and reward top spenders with exclusive benefits.

E: Promotions to create special offers or rewards that can enhance the Loyalty Program's appeal and engagement.

NEW QUESTION # 103

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