Real Salesforce Salesforce-Loyalty-Management Questions - Verified By Experts
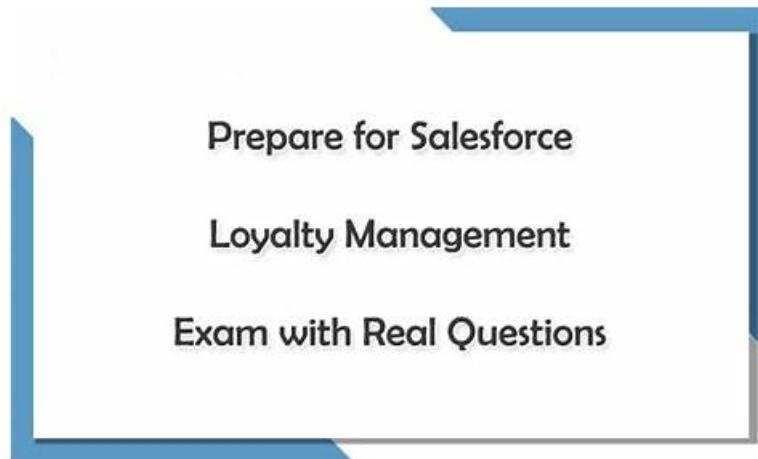
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Loyalty Management

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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	• 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.
Topic 2	• 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 3	• 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	• 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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q62-Q67):

NEW QUESTION # 62
What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?
Select three

- A. Automatically Generate a New Individual Relationship
- B. Enable Service Connector for Promotion Escalations.
- C. Enable Connector Settings on all the Loyalty Objects
- D. Transmit Loyalty Promotion Segments to Marketing Cloud
- E. Activate and Publish the Segment

Answer: A,B,E

NEW QUESTION # 63
What two ways could an Administrator configure a Promotion to target a specific audience?

- A. This functionality does not exist in Salesforce Loyalty Management.
- B. Create a campaign for a promotion. Create member segments in a third-party tool.
  Associate the members to campaigns via Campaign Members.
- C. Link a promotion to a campaign and associate a segment to the campaign
- D. Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion

Answer: C,D

Explanation:
To target a specific audience with a Promotion in Salesforce Loyalty Management, an administrator could:
Option C "Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion." This allows for precise targeting based on detailed segmentation criteria.
Option D "Link a promotion to a campaign and associate a segment to the campaign." This method utilizes Salesforce's campaign management features to target promotions to specific segments.

NEW QUESTION # 64
The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.
Which two seamless integrations within the Salesforce ecosystem, does
Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business requirement?

- A. Salesforce Service Cloud
- B. Supplier and Partner Ecosystem
- C. Third-party Customer Data Platform (CDP)
- D. Salesforce Marketing Cloud

Answer: A,D

Explanation:

Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet ABC Corp.'s business requirements for launching a new Loyalty program, including:
Option A: Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.
Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation.

NEW QUESTION # 65
Universal Containers (UC) plans to implement Loyalty Management and change its current strategy of giving benefits to all members equally. UC wants to use its Loyalty program to build a network of brand advocates-people who are willing to endorse the UC brand because of positive experiences.
Which three ways can Loyalty Management help to fulfill the new strategy?

- A. Issue tickets to a concert to any Loyalty member that posts a product review on social media
- B. Create a Loyalty program tier with member benefits to keep customers engaged.
- C. Define a transactional point-based program, in which one point is earn for every dollar spent
- D. Maintain a Loyalty solution on separate systems (Loyalty Management for accruals and an External Analytics system) to ensure data integrity
- E. Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities

Answer: A,B,E

Explanation:
Salesforce Loyalty Management can help Universal Containers build a network of brand advocates and fulfill their new strategy in the following ways:
Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities (A): Leveraging CDP for segmentation allows for targeted communication and promotional offers, engaging members with personalized experiences that can foster brand advocacy.
Create a Loyalty program tier with member benefits to keep customers engaged (C): Implementing tiered loyalty programs with exclusive benefits can incentivize members to engage more deeply with the brand, earning rewards that make them more likely to advocate for the brand.
Issue tickets to a concert to any Loyalty member that posts a product review on social media (D): This approach directly engages members in brand advocacy by rewarding them for sharing their positive experiences on social media, effectively turning satisfied customers into vocal supporters.
Option B (Define a transactional point-based program) is a common loyalty program feature but does not directly contribute to building a network of brand advocates. Option E (Maintain a Loyalty solution on separate systems) does not specifically address the strategy of fostering brand advocacy through personalized experiences and engagement.

NEW QUESTION # 66
Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information.
Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- A. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- B. Create and implement a feature-rich Loyalty Member Mobile App
- C. Enable Experience Cloud and customize the Loyalty Member Portal
- D. Install the Salesforce Loyalty Member Mobile App

Answer: C

Explanation:
To provide Cloud Kicks' customer base, who are heavy mobile users, with access to member program information, the consultant should Enable Experience Cloud and customize the Loyalty Member Portal (A). Experience Cloud (formerly known as Community Cloud) allows for the creation of branded, mobile-responsive portals that can be customized to meet specific business needs, including providing loyalty program members with access to their program information, account status, rewards, and more. This approach leverages existing Salesforce capabilities and does not require the development of a new mobile app, making it a cost-effective and efficient solution.

NEW QUESTION # 67

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