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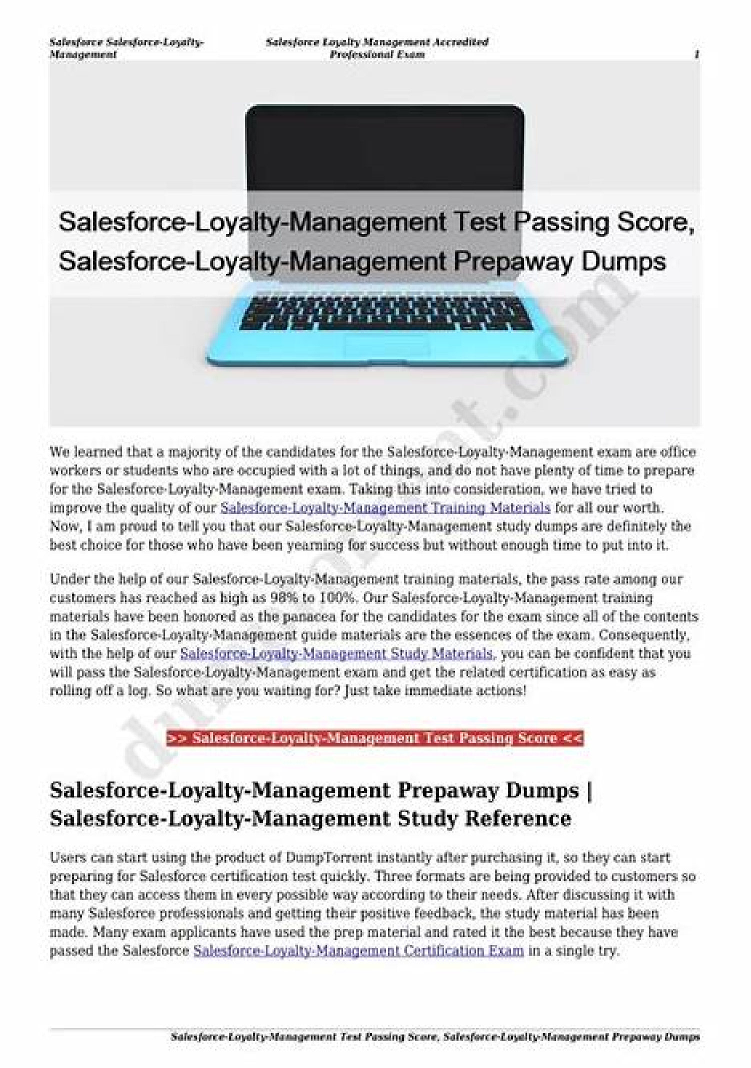

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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

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	• 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	• 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 4	• 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.

Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q97-Q102):

NEW QUESTION # 97
What three facts should the administrator consider when creating and managing member groups?

- A. Accrual type transactions associated with a group can be canceled.
- B. Qualifying points can't be transferred to a group.
- C. Groups are associate with tiers.
- D. Vouchers can't be issued to groups.
- E. Promotions can't offered to groups.

Answer: A,B,D

Explanation:
When creating and managing member groups in Salesforce Loyalty Management, administrators should consider the following key facts:
Groups are associated with tiers (A): This statement is not necessarily true as groups can be created for various purposes, not just tied to specific tiers. Groups can be used to segment members for targeted promotions, communications, or benefits irrespective of their tier status.
Accrual type transactions associated with a group can be canceled (B): This is an important consideration as it implies that transactions contributing to a group's accrual points can be adjusted or canceled if necessary, affecting the group's total points and potentially members' benefits.
Qualifying points can't be transferred to a group (C): This is a critical consideration because it highlights the limitation that individual member's qualifying points cannot be directly transferred into a group's pool of points. This ensures the integrity of qualifying points for tier progression and other individual benefits.
Vouchers can't be issued to groups (D): This is another important consideration. While individual members within a group can receive vouchers, a voucher cannot be issued at the group level. This ensures that benefits are tailored and distributed to individual

members, maintaining personalization in the loyalty program.
Promotions can't be offered to groups (E): This statement is incorrect. Promotions can indeed be targeted at specific groups, allowing for more tailored marketing efforts and member engagement strategies within the loyalty program.
References to Salesforce documentation on Loyalty Management would provide detailed guidelines on how to effectively create, manage, and leverage member groups within a loyalty program, ensuring that administrators are well-informed of these considerations.

NEW QUESTION # 98
In order to view the information pertaining to a member's recent transactions and manual adjustments on the Contact record, what are the two suggestions that an IT Administrator should propose to the Member Services team? Select two

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

Answer: B,D

Explanation:
To view information pertaining to a member's recent transactions and manual adjustments on the Contact record, an IT Administrator should propose:
Incorporate the 'Member Summary Embedded Dashboard' on the Contact record (A): This dashboard can provide a comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of their Contact record.
Incorporate the 'Transaction Journals' related list on the Contact record (C): By adding this related list, the Member Services team can easily access detailed transaction and adjustment records associated with the loyalty program member directly from the Contact record, facilitating quick and informed customer service interactions.
Options B and D, involving the Member Service Manager Home Dashboard and the 'View Member Profile' component, do not directly address the need to view transactional information on the Contact record.

NEW QUESTION # 99
In which two scenarios should an Administrator use member engagement attributes?

- A. Member is eligible for 'Bonus days" if the member constantly speeds more than $500 each month for a year.
- 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 buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

Answer: A,B

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
A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules.
Which two automations can be used to set up transactions and points accrual?

- A. Screen Flow
- B. Autolaunched Flow (No Trigger)
- C. Evaluation Flow
- D. Schedule-Triggered Flow

Answer: C,D

NEW QUESTION # 101
What two ways could an Administrator configure a Promotion to target a specific audience?

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

Answer: A,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 # 102
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