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Salesforce Loyalty Management Accredited Professional Sample Questions (Q26-Q31):

NEW QUESTION # 26
A hotel group has finished setting up its Loyalty Program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever, they want to, and expect that this can be implemented without a need for complex customization. Using the available product features of Loyalty Management, Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. TransactionJournal
- B. LoyaltyLedger
- C. LoyaltyBenefits
- D. LoyaltyMemberTier
- E. Contact Record

Answer: B,D,E

Explanation:
To meet the hotel group's requirements for providing live updates to Loyalty members about their program membership without complex customization, the following three tasks should be implemented:
* LoyaltyLedger: This feature allows members to view their points balance and transaction history1. It is a key component of the Loyalty Management product that tracks the accumulation and redemption of loyalty points, which is essential for members to stay informed about their membership status.
* Contact Record: Maintaining up-to-date contact records is crucial as it ensures that members can receive notifications and access their membership details1. The contact record in Salesforce is the central repository of member information, which can be used to personalize communication and provide members with relevant updates.
* LoyaltyMemberTier: Implementing the LoyaltyMemberTier feature enables members to see their current tier status and understand how they can move to the next tier1. This feature motivates members to engage more with the loyalty program by providing them with clear goals and benefits associated with each tier.
These features are part of the Salesforce Loyalty Management application and are designed to enhance customer engagement without requiring extensive customization. They enable the hotel group to provide a seamless experience for members to access their loyalty program details.

NEW QUESTION # 27
What is the recommended approach to creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue?

- A. Create an Apex Class and implement a Redemption Catalogue engine.
- B. Create a Decision Table and define the Redemption Catalogue as business rules.
- C. Create a Loyalty Process with different rules to manage every combination
- D. Create a Decision Tree using Flows with a leaf for every combination

Answer: B

Explanation:
For creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue, the recommended approach is to Create a Decision Table and define the Redemption Catalogue as business rules (C). A Decision Table allows for the efficient management of complex business rules and conditions, such as those involved in a multi-faceted Redemption Catalogue, providing a clear and structured method for defining redemption options based on various criteria like country, currency, and loyalty tier.

NEW QUESTION # 28
A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:
Qualifying period is reset once a year on the 31st of March.
The member-tier is not extended upon expiration.
Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Tier-model = fixed
- B. Extend Expiration = member enrollment anniversary
- C. Extend Expiration = no extension
- D. Tier-model = anniversary

Answer: A,C

Explanation:
To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure

within the Loyalty Program.

NEW QUESTION # 29
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. Install the Salesforce Loyalty Member Mobile App
- B. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- C. Create and implement a feature-rich Loyalty Member Mobile App
- D. Enable Experience Cloud and customize the Loyalty Member Portal

Answer: D

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 # 30
What three facts should the administrator consider when creating and managing member groups?

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

Answer: A,C,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 # 31
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