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## **Salesforce Loyalty Management Accredited Professional Sample Questions (Q83-Q88):**

### **NEW QUESTION # 83**

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App.

Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- A. Reason for Change
- B. Loyalty Tier
- C. Loyalty Tier Group
- D. Change Reason Type

**Answer: A,D**

Explanation:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

\* Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

\* Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes. Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

### **NEW QUESTION # 84**

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create custom objects in Loyalty
- B. Create Data Processing jobs
- C. Create a Connected App in Platform
- D. Create customer integration code

**Answer: C**

Explanation:

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs.

This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

### **NEW QUESTION # 85**

A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.

A solution was proposed to draft a design using a journey process to send the notification email and a new custom object named "Member TierUpdate\_c" that stores the members that are qualified for a tier upgrade.

Which data source options within the journey should a Consultant use to fulfill this design?

- A. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"
- B. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource
- C. "Salesforce Data" as the Entry Source, "Contact" object as the data-source
- D. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"

**Answer: D**

Explanation:

For integrating a custom object "Member TierUpdate\_c" with a journey in Salesforce Marketing Cloud for real-time tier change notifications, the correct data source option is:

- \* Option D "Salesforce Data" as the Entry Source, with the custom object "Member TierUpdate\_c" as the data source. This option allows for real-time triggering of journeys in Marketing Cloud based on updates to Salesforce records, in this case, the "Member TierUpdate\_c" object which tracks tier upgrades.
- \* Options A and B do not correctly target the custom object designed to track tier changes.
- \* Option C, using a "Data-Extension," would not provide the real-time integration needed for immediate email notifications upon tier changes.

**NEW QUESTION # 86**

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Member Benefit Related List, linked to Loyalty Program Member
- B. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member
- C. On the Voucher Related List, linked to Loyalty Program member
- D. On the Transaction Journal Related List, Linked to Loyalty Program Member

**Answer: A**

Explanation:

Personalized benefits for each Loyalty Program member can be displayed On the Member Benefit Related List, linked to Loyalty Program Member (B). This related list can be configured on the Loyalty Program Member page layout to show the specific benefits that a member is entitled to, based on their tier and personalized criteria. This setup allows for a clear and organized display of benefits, making it easy for members and administrators to understand the perks associated with each member's status.

**NEW QUESTION # 87**

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Configure connected app named B2C Loyalty Connector
- B. Install Loyalty Management for B2C Commerce Package
- C. Add Loyalty Management for Commerce Cartridge
- D. Configure connected app named B2C Commerce Loyalty Connector
- E. Configure Loyalty Program preferences for B2C Commerce Site

**Answer: A,C,E**

Explanation:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

\* Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.

\* Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.

\* Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.

These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

## NEW QUESTION # 88

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