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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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 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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q67-Q72):

NEW QUESTION # 67
Universal Containers implemented a Loyalty Program six months ago. The Loyalty Program Manager noticed a recent decrease in program efficiency. Now the Manager wants to incorporate a targeted strategy.
Which two benefits should the Administrator expect as a result of running the strategy?

- A. Personalized digital marketing
- B. Transaction journey data is automatically archived
- C. Data-based segmentation strategy
- D. Customers are rewarded based on their tiers

Answer: A,C

Explanation:
Incorporating a targeted strategy in a Loyalty Program can lead to the following benefits:
Personalized digital marketing (A): A targeted strategy allows for more personalized communication and offers, tailored to the specific behaviors, preferences, and tiers of loyalty program members, enhancing member engagement and program effectiveness.
Data-based segmentation strategy (D): By leveraging data to segment the loyalty program members, the program can deliver more relevant and appealing offers and communications, increasing member satisfaction and program participation.
Automatically archiving transaction journey data (option B) is more of a data management practice and not directly a benefit of running a targeted strategy. Rewarding customers based on their tiers (option C) is a common practice in loyalty programs but does not specifically result from implementing a targeted strategy.
Salesforce documentation on Loyalty Management would detail the advantages of implementing targeted strategies within loyalty programs, including how to leverage Salesforce tools for personalized marketing and data-driven segmentation.

NEW QUESTION # 68
What three types of vouchers can be configured in Loyalty Management?

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

Answer: B,C,D

Explanation:
In Salesforce Loyalty Management, the types of vouchers that can be configured include:
* Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.
* Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.

* Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.

The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management.

Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.

The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

NEW QUESTION # 69

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- A. Load large volumes of external data coming from external systems
- B. Process large volumes of transactions
- C. Tracks the status and health of batch jobs
- D. Process zip files full of Loyalty Transactions coming from point-of-sales systems

Answer: B,C

Explanation:
The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

Tracks the status and health of batch jobs (A): This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and addressed.

Process large volumes of transactions (B): Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily.

Options C and D, while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management's core benefits in this scenario are its ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses.

Salesforce documentation on Batch Management within Loyalty Management would offer insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

NEW QUESTION # 70

Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers. Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.
- B. Create within the Loyalty Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.
- C. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.
- D. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.

Answer: C

NEW QUESTION # 71

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

Answer: A,B

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 # 72

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