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Salesforce Loyalty Management Accredited Professional Sample Questions (Q33-Q38):

NEW QUESTION # 33
What three types of vouchers can be configured in Loyalty Management?

- A. Discount Percentage
- B. Gift Card
- C. Fixed Value
- D. Promo Code

- E. Product or Service

Answer: A,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 # 34

A loyalty Program would like to set up a new process where a push notification or email will be sent to the client immediately after a voucher is added to their member account within Salesforce Marketing Cloud.

The notification message will require the "first name" and the "membership number" to personalize the message and, a custom object named

"voucher issued" with the necessary data attributes.

Which option for the entry event should be selected as the preferred implementation approach that can meet the requirements with the least amount of development effort?

- A. ▢
- B. ▢
- C. ▢
- D. ▢

Answer: D

Explanation:

For the scenario described, where a loyalty program wants to send an immediate notification after a voucher is added to a member's account, the entry event in Salesforce Marketing Cloud needs to trigger off of the creation of a record in Salesforce that contains the necessary data attributes for personalization.

Option C is the most suitable choice because it specifies an entry event based on the "Voucher," "Contact," and

"LoyaltyProgramMember" objects. This approach aligns with the requirements because it directly utilizes the "first name" from the Contact object and the "membership number" from the LoyaltyProgramMember object, which are necessary for personalizing the notification message.

Moreover, Option C would likely require the least amount of development effort because it leverages existing Salesforce data and related objects without the need for additional configuration or data extensions. In contrast, other options would require the setup of a data extension or custom objects that may not be directly tied to the triggering event, thereby increasing the complexity and development effort.

In Salesforce Marketing Cloud, Journey Builder is the tool that would be used to create this customer journey.

It allows for the configuration of entry events based on data changes in Salesforce, such as the addition of a voucher to a member's account. The real-time nature of this trigger is essential for the immediate notification requirement.

According to Salesforce's official documentation, using Salesforce data as the entry source for a journey allows for real-time messaging based on record creation or updates. This means that as soon as a voucher record is created or updated in Salesforce, the entry event can trigger and begin the journey, which will send the personalized notification to the member.

In practice, setting up this entry event in Journey Builder would involve specifying the criteria for the trigger (in this case, the creation of a voucher) and mapping the necessary data fields for personalization. This is consistent with Salesforce's best practices for creating personalized, real-time customer engagements through Journey Builder.

Salesforce's documentation on Journey Builder and real-time event triggers provides further details on how to configure these types of journeys and can be referred to for step-by-step guidance and the latest feature updates.

NEW QUESTION # 35
A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.
Which two statement correctly describes hot to grant proper access on the user detail page?

- A. Assign user access to permission sets for analytics for Loyalty.
- B. Assign access by checking CRM analytics plus user
- C. Assign user access to the analytics for Loyalty role.
- D. Assign the user the analytics profile for analytics for Loyalty.

Answer: A,C

Explanation:
To grant users proper access to a newly created analytics app, two steps are required. First, assigning user access to the analytics for Loyalty role ensures that users have the necessary permissions to view and interact with Loyalty-specific analytics content. This role typically encompasses permissions tailored to accessing and analyzing data within the context of the Loyalty Management application.
Second, assigning user access to permission sets for analytics for Loyalty is another way to grant targeted access. Permission sets allow for fine-grained control over user permissions, enabling the Administrator to specify exactly what analytics content a user can access and interact with. By using permission sets, access can be customized to fit the specific needs and roles of different users within the organization.

NEW QUESTION # 36
Northern Trail Outfitters (NTO) has launched a new promotion, which gives a hat and a pair of gloves to each member of the Loyalty Program that bought a coat in winter. However, winter has arrived, and the reports are missing information about the voucher definition of hat and gloves associated with any existing voucher and have found that there are transactions that contain the coat product.
Which two options should the Loyalty Administrator review to verify why the promotion vouchers associated with the members who have bought coats are missing?

- A. That the promotion has specified the Current Liability Amount.
- B. That the promotion has been created with the characteristics, correct dates, and the associated Voucher Definition.
- C. That the flow is active and has been created to apply the promotion.
- D. That the member is a campaign member of the promotion campaign.

Answer: B,C

Explanation:
To address the issue of missing promotion vouchers for members who purchased coats, the Loyalty Administrator should review:
* A: Ensure the promotion has been accurately created with the right characteristics and dates, and that the Voucher Definition is correctly associated. This verifies that the promotion is set up to trigger the desired rewards (hat and gloves) for qualifying purchases (coat).
* C: Confirm that the flow intended to apply the promotion is active and properly configured. This flow is responsible for detecting qualifying transactions and applying the voucher to the member's account.

NEW QUESTION # 37
For the integration of Loyalty Management and Service Cloud, which two methods should a Technical Consultant use for associating a Loyalty Program Member with a Case?

- A. Add the 'Associate Program Member' action on Case page layout
- B. Add the loyalty Program Members' related list on the Case page layout
- C. Add the 'Create Case' action on the Loyalty Program Member page layout
- D. Add the 'Cases' related list on the Loyalty Program Member page layout

Answer: B,D

Explanation:
For integrating Loyalty Management and Service Cloud, a Technical Consultant should use the following methods to associate a Loyalty Program Member with a Case:

* Add the Loyalty Program Members' related list on the Case page layout (A): This allows agents to view and access loyalty program member information directly from a Case record.
* Add the 'Cases' related list on the Loyalty Program Member page layout (D): This enables the viewing and management of cases related to a specific loyalty program member from their loyalty member record.
These configurations enhance the integration between Loyalty Management and Service Cloud, providing a seamless experience for service agents handling loyalty program members' inquiries and cases.

NEW QUESTION # 38
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