

# The Salesforce-Loyalty-Management exam dumps are similar to real exam questions



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## Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• <b>Loyalty Program and Process Configuration:</b> 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• <b>On-Going Loyalty Management:</b> 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• <b>Integration:</b> 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.</li></ul>

Topic 4	<ul style="list-style-type: none"> <li>• <b>Strategies and Design:</b> 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.</li> </ul>
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### **Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q48-Q53):**

#### **NEW QUESTION # 48**

Northern Trail, outfitters (NTO) needs to process tier assessment rules on its member's anniversary date NTO wants to set up a Data Process Engine that transforms the data that is available in Salesforce and writes back the transformation results as new or updated records.

Which Kind of permission Set is required to enable the Data Processing Engine definitions?

- **A. Data Pipelines Base User**
- B. CLA Analytics Base Admin
- C. Loyalty Analytics admin
- D. Rule Engine Designer

**Answer: A**

Explanation:

To enable the Data Processing Engine for processing tier assessment rules on members' anniversary dates, the required permission set is:

Data Pipelines Base User (B): This permission set grants the necessary access to configure and manage Data Processing Engine definitions, allowing for the transformation of Salesforce data and the writing back of transformation results as new or updated records. This capability is crucial for automating tier assessments and other data-intensive processes within Salesforce Loyalty Management.

Options A (CLA Analytics Base Admin), C (Rule Engine Designer), and D (Loyalty Analytics Admin) do not specifically pertain to enabling the Data Processing Engine for tier assessment and other data processing tasks within Loyalty Management.

Salesforce documentation on Loyalty Management and Data Processing Engine would provide insights into the required permissions and best practices for setting up and managing data transformations and tier assessments within a loyalty program.

#### **NEW QUESTION # 49**

A company has recently rolled out a Loyalty Program with three tiers. The lowest tier is Silver, and the highest tier is Platinum. The company decided to offer Platinum members exclusive access to VIP events.

How should an Administrator configure the Loyalty Program for Platinum members?

- A. Set up Members "Exclusive Access to VIP Events" as a Member Promotion
- **B. Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit**
- C. Set up Members "Exclusive Access to VIP Events" as a Voucher
- D. Set up Members "Exclusive Access to VIP Events" as a Transaction Journal

**Answer: B**

Explanation:

To offer Platinum members exclusive access to VIP events, an Administrator should Set up Members

"Exclusive Access to VIP Events" as a Loyalty Tier Benefit (D). Configuring this exclusive access as a tier benefit specifically for Platinum members allows for clear differentiation of tiers and provides a compelling incentive for members to reach and maintain the Platinum tier. This setup ensures that the highest-tier members receive appropriate recognition and rewards, enhancing their loyalty and engagement with the program.

Options A (Voucher), B (Member Promotion), and C (Transaction Journal) do not accurately represent the method for providing exclusive event access as a distinct benefit of attaining the Platinum tier within a loyalty program.

#### **NEW QUESTION # 50**

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years.

Which two settings does the Administrator need to consider in this scenario?

- A. The Loyalty tier group field is populated.
- **B. The Currency type field must correspond to qualifying.**
- **C. The qualifying point reset date, period, and frequency are set on the tier group.**
- D. The currency type field must correspond to non-qualifying.

**Answer: B,C**

Explanation:

Explanation

The two settings that the Administrator needs to consider in this scenario are:

\* B. The qualifying point reset date, period, and frequency are set on the tier group. This setting determines when and how often the qualifying points are reset for all members in the tier group. For example, if the qualifying period is set to two years and the frequency is set to yearly, then the points are reset every year after two years of enrollment<sup>1</sup>.

\* C. The Currency type field must correspond to qualifying. This setting ensures that the tier group uses the same currency type as the loyalty program for tier assessment. For example, if the loyalty program uses qualifying points for tier assessment, then the tier group must also use qualifying points as the currency type<sup>2</sup>.

#### **NEW QUESTION # 51**

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- **B. Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption)**
- C. Chose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)
- D. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)

**Answer: B**

Explanation:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:

\* Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A):

This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

### NEW QUESTION # 52

A Loyalty member has achieved enough points for Gold tier status; however, the member reports some benefits are missing. What should the Administrator do to troubleshoot and correct the error?

- A. Issue a promotion to the member of the mission benefits
- **B. Confirm the member is assign to the correct tier and that tier has benefits**
- C. Adjust points on the member record to trigger member benefits actions
- D. Confirm the program and member are in an active status

**Answer: B**

### NEW QUESTION # 53

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