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Salesforce Loyalty Management Accredited Professional Sample Questions (Q73-Q78):

NEW QUESTION # 73

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Install and configure Salesforce Marketing Cloud Contacts Connection
- B. Design Datasets with Dataflows and the Dataset Builder
- C. **Install and configure Marketing Cloud Connect to integrate with Loyalty Management**
- D. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs

Answer: C

NEW QUESTION # 74

The Loyalty Administrator for Northern Trail Outfitters (NTO) defines Basic and Premium as the two Tiers for its Insider program. They want to define a free product sample for all members in Premium Tier.

How does NTO configure tiers within the Loyalty Program to give vouchers for members in the Premium Tier?

- A. Voucher Management and Benefit Action
- B. **Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration**
- C. Voucher Management; Benefits Setup (in Program console); Benefit Action to process benefits
- D. Voucher Management and Benefits Setup

Answer: B

Explanation:

To configure tiers within the Loyalty Program at Northern Trail Outfitters (NTO) for giving vouchers to members in the Premium Tier, the configuration involves Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration (B). This comprehensive approach allows for the creation and management of vouchers as benefits associated with the Premium Tier, the setup of these benefits within the Loyalty Program console to specify the conditions and entitlements, and the use of Salesforce Flow for orchestrating the process of issuing vouchers to qualifying members. This method ensures that vouchers are systematically managed, associated with the correct tier and member eligibility criteria, and efficiently distributed to members through automated processes, enhancing the value and appeal of the Premium Tier.

Salesforce documentation on Loyalty Management would detail the steps for setting up and managing tier-based benefits, including the use of Voucher Management and Flow for effective benefit administration and member engagement.

NEW QUESTION # 75

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: C

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 # 76

A Customer Support Manager noticed that the customers support team's performance decreased since the company rolled out the Loyalty Program. The customer Support Agents complain that finding information about the Loyalty Program Member takes a lot of the time.

What is the standard solution to display the information regarding the Loyalty?

Program Member on the case detail page?

- A. Create a Screen Flow
- B. **Embed Loyalty Member Profile Cards**
- C. Develop a custom component
- D. Create formula fields on Case Object

Answer: B

Explanation:

To efficiently display information about the Loyalty Program Member on the case detail page, embedding Loyalty Member Profile Cards is a standard solution. These profile cards are designed to provide a concise and comprehensive view of the member's loyalty information, including membership details, points balance, tier status, and recent transactions, directly within the context of a case. This allows customer support agents to quickly access relevant loyalty information without navigating away from the case record, improving efficiency and enabling better support. Salesforce documentation suggests using embedded components like profile cards to enhance user experience and access to information within record pages.

NEW QUESTION # 77

A company has recently rolled out the Loyalty Program in the production environment. The Loyalty Manager is unable to edit any Loyalty Management objects.

What permission set license is required to edit the Loyalty Management Objects?

- A. **Loyalty Management**
- B. CLAAnalytics Base Admin
- C. CLAAnalytics Base User
- D. Data Pipelines Base User

Answer: A

Explanation:

To edit Loyalty Management objects, the "Loyalty Management" permission set license is required. This license grants users the necessary permissions to access and modify Loyalty Management-specific data and configurations.

* Option B "Loyalty Management" is the correct answer as it directly relates to the permissions needed to work with Loyalty Program configurations and objects within Salesforce.

* Options A, C, and D pertain to analytics and data pipeline functionalities and do not grant permissions to edit Loyalty Management objects.

NEW QUESTION # 78

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