

100% Pass Quiz 2026 Efficient Salesforce Salesforce-Loyalty-Management: Pass Salesforce Loyalty Management Accredited Professional Exam Guarantee



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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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 2	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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.
Topic 4	<ul style="list-style-type: none">• 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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q55-Q60):

NEW QUESTION # 55

In which two scenarios should an Administrator use member engagement attributes?

- A. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- B. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- C. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.
- D. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.

Answer: A,D

NEW QUESTION # 56

What three types of vouchers can be configured in Loyalty Management?

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

Answer: C,D,E

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 # 57

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. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
- B. Install and configure Marketing Cloud Connect to integrate with Loyalty Management
- C. Install and configure Salesforce Marketing Cloud Contacts Connection

- D. Design Datasets with Dataflows and the Dataset Builder

Answer: B

NEW QUESTION # 58

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- A. Program Manager Home Dashboard
- B. Team Performance Dashboard
- C. Member Services Manager Home Dashboard
- D. Loyalty Member Services Dashboard

Answer: D

Explanation:

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

* Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and modifications made by agents. It provides insights into agent

* performance and service quality in the context of loyalty member services.

The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard (option B), and Team Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center agent performance.

NEW QUESTION # 59

The Member Services team wants to view the information of a member's recent transactions and manual adjustments on the Contact record.

What are the two recommendations that an IT Administrator should suggest?

- A. Embed the Member Service Manager Home Dashboard on the Contact record
- B. Add the 'Transaction Journals' related list to the Contact record
- C. Embed the 'Member Summary Embedded Dashboard on the Contact record
- D. Add the 'View Member Profile' component on the Contact record

Answer: B,C

Explanation:

To provide the Member Services team with the information they need directly on the Contact record, the IT Administrator can take two main actions. Firstly, embedding the 'Member Summary Embedded Dashboard' on the Contact record allows the team to have a visual and comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of the contact. This dashboard is specifically designed to aggregate and display relevant loyalty information, making it a suitable tool for quick insights.

Secondly, adding the 'Transaction Journals' related list to the Contact record enables the team to view detailed entries of each transaction and manual adjustment made by or for the member. This related list provides granular data about each activity, allowing for a deeper analysis and understanding of the member's loyalty interactions.

These recommendations are based on best practices for Salesforce Loyalty Management, ensuring that the team has access to both summarized and detailed loyalty information within their usual workflows, enhancing efficiency and providing a holistic view of member activities.

NEW QUESTION # 60

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